



# Suffolk Libraries

An impact analysis of services of Suffolk Libraries  
January 2023



**MOORE** Kingston Smith  
Nonprofit Advisory

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Over the last few years Suffolk Libraries has embarked on an ambitious plan to measure the social impact of its activities. This started with a focus on projects that supported people who were very likely to experience isolation in their communities. Further impact analysis was applied to services that had to be re-designed over the course of the Covid 19 pandemic in order to extend outreach services to communities in lockdown.

Finally, post-pandemic, the opportunity has arisen to extend the focus of impact measurement to all Suffolk Libraries activities across 45 centres with the exception of its prison-based work.

The impact team at Moore Kingston Smith has led in the development of the impact measurement model used for this study.

Measuring social value involves a definition of the changes people experience as a result of services provided. An early step in this process is the

identification of primary stakeholder groups. Suffolk Libraries defined its key stakeholders as:

- Babies and toddlers (ages 0 – 4)
- Children (ages 5 – 12)
- Teenagers (ages 13 – 19)
- Adults (ages 20 – 54)
- Older people (ages 55+)

In order to identify the main outcomes experienced by the different groups an extensive definition of both the range of services, the numbers of different people using those services, the likely quantities of change, and the value of change were considered key elements of the impact modelling. A range of focus groups to enable service users to give direct feedback on outcomes that they would attribute to their engagement with Suffolk Libraries services as well as a survey based on initial feedback were conducted.

# Executive summary



Method of engagement	Number of sessions
In-person focus groups	13
Online focus groups	9
Interviews	17

A number of key outcomes were identified as a result of the above enquiry. We have divided outcomes into general nature categories across all six sub-categories of activity.

Groups, Clubs and Activities	Social Outcomes  Wellbeing outcomes  Skills / Knowledge outcomes
Lending resources	
Access to IT support	
Space provision and hosted services	
Talks, walks, performances and hosted events	
Friends groups and volunteering activities	

The valuation of outcomes was then carried out using established principles of applying different types of financial proxies.

Social value added can be calculated when the cost of creating outcomes is known and those outcomes themselves are given financial values. A simple visual expression of how social value is calculated is as follows:

Social value = 
$$\frac{\text{The adjusted value of outcomes}}{\text{The cost of creating outcomes}}$$

A description of all final outcomes included in the analysis by activity, stakeholder and initial outcome chain can be found in the full body of the report.

A separate calculation has been performed for each of the six sub-categories of activity included in the analysis. The SROI results are as follows:

Groups, Clubs and Activities	£1:£7.96
Lending resources, guidance, info.	£1:£5.69
Access to IT support	£1:£2.28
Space provision and hosted services	£1:£22.91
Talks, walks, performances and hosted events	£1:£1.23
Friends groups and volunteering activities	£1:£5.48
<b>All combined activities</b>	<b>£1:£6.07</b>

Some sensitivity analysis looked at a few areas that required more data to finalise values or quantities and these are discussed in the report but none were found to be sensitive (in the sense that the final result would be radically altered). It is therefore with a good level of confidence that the SROI ratio of all combined Suffolk Libraries activities under study here is £1: £6.07. That is to say that for every £1 invested there is £6.07 in social value returned and in fact this is a net return after the investment amount is taken out of the return figures.

## Key messages

High value outcomes are found in the area of activity that mostly relates to more social aims, working with older people with specific needs and also other groups in the community that are likely to be experiencing social isolation.



Other outcomes that total higher value are those that may not have individually high cost but are used by high numbers of people. The fuller report provides a breakdown of areas where overall value is high but may be low for individuals within a particular stakeholder group. The sweet spot is where the value for the stakeholder group as a whole and for individual members of that group are both high.

Suffolk Libraries does not only provide higher social value for adults and older people. Very specific services targeted at, for example, parents with very young children providing an environment in which children can socialise and learn while parents gain support from peers are high in social value.

It is very clear from this study that the reach into the needs of the community is considerable. While the core service of resources-lending of physical and digital media stands as a key function of the library, the service design goes far beyond this to meet other areas of need. The delivery of mental health support services with partners but based every week in libraries and the atmospheres created in libraries that are conducive to social care and sensitive areas such as safeguarding are becoming more and more core to Suffolk Libraries work.

This work also provides outcomes to other stakeholders indirectly – not least state agencies. An example of this is value created for the NHS. In one year this amounts to £542.3K for reduced services, for example, fewer GP services, fewer outpatient visits, and fewer mental health assessments.

Bringing IT into the lives of those who do not currently have digital access again is creating some higher value outcomes for about 11,000 people in a given year, with not the least of this value being seen in improved social and family engagement otherwise not possible for geographically distant relationships. The financial wellbeing of increased internet access is notable.

Another key feature is the actual environment created within Suffolk's library spaces where stakeholders reported the importance of feeling welcome in a warm friendly space and the resulting feelings of psychological comfort and safety from being oneself and feeling non-judgmental acceptance.

Some areas under study did not provide the highest social value and one of these of note was where a library hosts events attended by community members but often run by others. This however is regarded as a shop window for library services that works as a seeding activity bringing people into other parts of the service.





Other notable themes mentioned in the wider report include the following:

- Volunteering has a hugely important role in helping the libraries in Suffolk to function smoothly and there are many activities achieving important outcomes that would simply not take place without the crucial input of volunteers. It is a credit to the staff team who work closely in both motivating and working alongside volunteers and the noticeably skilled staff group can be justly proud of what is being achieved through this joint effort.
- Volunteers help to deliver the befriending service aimed at older isolated people resulting in beneficiaries combatting isolation through feeling cared about and valued.
- The vast majority of social value created by Suffolk Libraries (90%) happens because there is a strong causal link between library activities and resulting outcomes and that these outcomes would not endure if for some reason the service did not exist. If Suffolk Libraries suddenly closed down over £41M worth of social value outcomes experienced by members of the various local communities would be destroyed.
- Service users greatly value libraries as a space to spend time with other people without an explicit agenda, means or purpose. Relationships are often forged on a more casual basis without there being very close ties but are nevertheless very important for wellbeing. During the course of this social value analysis, the sense of wellbeing that stakeholders experience due to knowing librarians, meeting library regulars and others who live locally was profound and contributes a further explanation as to why libraries are so important for wellbeing.
- This latest study in the series also looked at the value of non-use. This essentially maintains that local people derive social value from knowing that there are services in their area that they value and positively identify with even if they don't use them. This was not a high value area but inclusion is as much about discussion for future consideration as currently contributing to social return which in this case adds only a few pence to the final result. More information on the existing research in this area and the calculations applied for now are included in the fuller report.





## Measuring the social impact of Suffolk Libraries

The impact team at Moore Kingston Smith (MKS) has been commissioned by Suffolk Libraries (SL) to further previous initial work to measure and assess the Social Value created by the range of library activities provided by SL across the county of Suffolk. Suffolk Libraries is an Industrial and Provident Society that has been contracted by Suffolk County Council to run library services throughout Suffolk since 2012. Across the wide range of work delivered by SL is a common theme of strengthening communities and improving people's lives. Linked to this, the measurement of social value has been a key strategic priority of Suffolk Libraries for a number of reasons:

- To provide evidence to partners and other stakeholders of the social value created by services and projects
- To improve organisational understanding of how impact is delivered by the library service
- To reveal other areas of opportunity for Suffolk Libraries to operate and create social value

A key foundation for the future of Suffolk Libraries is the increasing realisation and emerging evidence that library buildings and their associated services are providing a central focus at the heart of local communities. This is manifest in support services that are accessible to all local people including those with specific needs. Suffolk Libraries is continually developing services that meet current needs well beyond the lending of books and digital media, reaching into areas of social support and tackling issues such as acute social needs, mental health support, and combatting isolation and loneliness.

During 2022, Suffolk Libraries undertook to complete a piece of work measuring the social impact across the full range of its activities, from book lending and

IT support, to exercise classes, children's social clubs and volunteering opportunities. Moore Kingston Smith was engaged to complete this project, and this report, written by MKS, outlines the results of the social impact measurement exercise.

## Previous research about the impact of Suffolk Libraries

This impact measurement project builds on previous work to measure the impact of specific areas of Suffolk Libraries activity, which are summarised below.

### 1. Social support groups (2019)

This report from 2019 looked at the social impact of three of the social group programmes run weekly at many of the libraries in Suffolk: Top Time (an activity club for older people), Open Space (an inclusive, informal group session for anyone to drop in, run in partnership with local mental health charities), and Baby Bounce/Tot Rock.

A wide range of social outcomes were identified through extensive stakeholder engagement, in many cases talking directly with library service users. These included reduced isolation and loneliness, improved mental health, increased wellbeing and development of literacy skills for children. More generally, there was compelling evidence that these activities were creating meaningful, significant social change for the community. It was found that for every £1 invested in these three programmes, £8.04 is returned in social value created for the different groups of users who were included in the study.

### 2. Lifeline phone contact service (2020)

As a follow up to the above report, the second piece of work investigating the social impact of Suffolk Libraries was focussed on the 'Lifeline' service that



was rapidly implemented early in the first Covid-19 lockdown period of 2020. This was a perfect example of library leaders and staff adapting services quickly to meet the changing social needs of local people and particularly those in most need. Lifeline enabled library staff to initiate phone contact with library users who were vulnerable or at higher risk of social isolation, with the aim of providing social contact, signposting to sources of support, or simply to hear the warmth of a friendly voice.

The analysis found that Lifeline calls reliably provoked positive outcomes in stakeholders such as reduced loneliness and feelings of anxiety, feeling a sense of belonging and connection to the local community, and feeling cared about, all of which were important for people during the uncertain days of the pandemic. It was found that £4.24 of social value was returned for every £1 invested in Lifeline.

### 3. University of Suffolk report: The Impact of Library Usage on Well-Being in the Community

Published in late spring 2022, this research uses established psychometric scales to collect and perform quantitative data analysis on a range of outcomes to understand the impact on the Suffolk community of using Suffolk Libraries. Some of the key findings are:

- For the whole sample of respondents, regular use of libraries was associated with increased social connectedness and social assurance (the extent to which someone needs reassurance from others in order to belong and feel comfortable)
- For individuals between the ages of 18 and 57, continued and extended usage of Suffolk Libraries resulted in reduced loneliness
- Individuals between 18 and 57 who had a high historic use of library activities, and regularly used the library, had a higher social connection
- People who attended a Suffolk Library activity experienced a significant increase in self-reported life satisfaction and mental well-being afterwards

Many of these findings corroborate with the results of this current impact analysis.

In sum, research that has already been carried out on the impact of Suffolk Libraries has told the story of an organisation that is creating deep and meaningful impact for the local community. The research project outlined in this report will use this research and extend it to look at the library as a whole, across all of its services. The approach used will be outlined in the following section.

## General methodology, our approach and report layout

The MKS approach is governed by the Principles of Social Value. These eight Principles, originating from a blend of cost benefit analysis, traditional accounting principles and sustainability reporting, are an internationally accepted framework that guides best practice in social value and social impact measurement. More information can be found on the [Social Value International](#) website.



Social Value International

When these principles are applied in an impact analysis, MKS follows six steps of a research process which can be found in Figure 1. Each of these steps will also correspond to a section of this report.





## 1. Establishing the scope of the analysis

This stage is about understanding which activities will be included in the analysis and which, if any, will be excluded. It involves a consideration of audience and purpose of the impact measurement and allows shared decisions to be taken on stakeholder engagement and the impact model that will result.

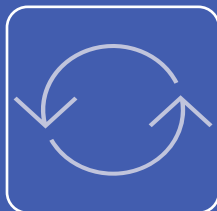
See the Scope section on page 11 for more information about what is included in this report.



## 2. Undergoing stakeholder engagement to understand outcomes

At this stage, we ask open-ended questions to a sample of stakeholders who are expected to experience material outcomes / change as a result of the activity. This will include, but is not limited to, the intended beneficiaries.

The Stakeholder Engagement section on page 17 details the nature of the engagement that took place in this research project.



## 3. Mapping outcomes to establish evolutions of change

Data gained through stakeholder engagement is analysed and condensed into evolutions of change, to gain a picture of the outcomes that are occurring and the chain of change that leads to them. Types of outcomes can include changes in knowledge, behaviours, attitude and skills.

Outcomes arising from stakeholder engagement can be found on page 23.



## 4. Applying values to outcomes

This is a crucial part of the MKS approach whereby outcomes are valued using proxies, informed where possible by a stakeholder view of what they think is the most important outcome for them.

Read page 35 onwards for some examples of financial proxies that are used.



## 5. Calculating the impact

Other elements of impact are incorporated into the final calculation. This includes questions around deadweight (how much change would have happened anyway, if the project did not exist), attribution (did any other agents contribute to the change), how many of the stakeholders experienced the outcome, and so on.

The calculation section can be found on page 40.



## 6. Analysis of the results

This is a key stage of the process, where conclusions and recommendations are drawn from the impact work with a breakdown of the important sources of value, and how to increase the impact for future iterations of the project.

The analysis section of this report is from page 57 onwards.



## Materiality

Social value principle number four relates to applying a materiality test to assure the key focus of a study. This is often achieved through applying a test of both relevance and significance to the proposed outcomes, in order to include or exclude them from the study:

- **Relevance** is judged according to the causal link to the activity under study including importance to stakeholders and to the aims and mission of the organisation
- **Significance** relates to the magnitude of impact and whether exclusion could have a bearing on future decisions and actions of the organisation. In short, it would be misleading to exclude any outcome that would impact on future social investment decisions.

A decision therefore needs to be made, based on practitioner judgement and stakeholder evidence, on which outcomes will be included, and which will be excluded due to insufficient significance or lack of clear causal link to the activities under study.

Over the course of this work with Suffolk Libraries, a number of materiality decisions were made. They will be outlined in this report in accordance with Principle Six, transparency.

## Glossary

**Attribution:** An assessment of the extent of outcome caused by the contribution of other organisations or people.

**Chain of change:** Usually a graphic representation of the main changes – and the causal links that lead to changes identified through the impact analysis.

**Deadweight:** A measure of the amount of an outcome that would have happened even without the intervention that is the subject of the study.

**Drop-off:** The deterioration of the value of an outcome over time as it moves further away from the causal link with the activity under study.

**Duration:** How long (usually in years) an outcome lasts after the intervention.

**Financial proxy:** The value assigned to different outcomes. Where market values exist for outcomes, these are used but where no such market value exists an approximation of value is often assigned using the widely-accepted valuation conventions in economic forecasting (such as contingent valuation, willingness to pay and wellbeing valuation).

**Inputs:** The resources that are necessary for the activity to happen.

**Materiality:** Information is material if its omission has the potential to affect the readers' or stakeholders' decisions.

**Outputs:** A way of describing the activities under study and often in quantitative terms.

**Outcome:** The changes resulting from an activity. The main types of change from the perspective of stakeholders are unintended (unexpected) and intended (expected), positive and negative change.

**Social impact:** The value of the outcomes created by an organisation, subtracting what would have happened anyway, and parts of the outcomes which are created by other influences and agencies. In other words, the value of the change attributable to you.

**Social return ratio:** Total net present value of the impact divided by total investment value.

**Stakeholders:** People, organisations or entities experiencing change, whether positive or negative, resulting from the activity that is being analysed (or those that have an effect/influence on those activities).

# Section One: Establishing the scope



Establishing the scope of an impact study is a crucial step that allows a firm line to be drawn around the areas that will be included in a study, and areas that are excluded because they are unlikely to lead to material outcomes of significant value for stakeholders.

This study has gathered data from the outcomes experiences of stakeholders who primarily are the users of Suffolk Libraries services. In terms of timescales the research was carried out throughout 2022 and the financial information that is supplied by the organisation relates to the financial year 2021/2022.

This impact analysis is assessing activities across the entirety of Suffolk Libraries' work with the exception of their libraries work in prisons. Services are delivered to over 40 sites across the county and for data management purposes, have been split into

six distinct sub-categories. The following sections provide a description, and some examples of activities that fall within each sub-category. It is clear that the activities extend beyond the traditional library role of lending books, and into a number of areas including direct group work designed to meet local community needs.

## 1. Groups, clubs and activities

Groups, clubs and activities form part of the core offer for all libraries in Suffolk and the charity provides a number of these to specific age and interest groups. Suffolk Libraries dedicates a lot of resource to enabling this offer as the groups, clubs and activities will provide vital support to specific sections of society. The under 5s offer, known as Wordplay includes songs and rhyme sessions as





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## Section One: Establishing the scope

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well as Storytime sessions, with the aim of building early literacy and motor skills as well as helping familial bonding. An over 55s offer, known as Top Time seeks to provide a regular space for older people to meet and spend time together undertaking activities to build support networks and also combat the issue of loneliness experienced by people in the county. Beyond this, Suffolk Libraries has developed a number of specialist support services such as the Open Space wellbeing groups, the Me, Myself and Baby perinatal mental health support groups and Sporting Memories groups for people experiencing dementia. The most crucial element of groups, clubs and activities is the frontline teams who design and lead these offers. Staff are well trained and highly skilled to ensure quality delivery and the feedback Suffolk Libraries gathers on these offers shows that customers most value the staff members who lead these groups and make them rich and interesting experiences.

### Examples of activity

The groups, clubs and activities offer is incredibly varied. The Suffolk Libraries model encourages local decision-making and ownership, so individual libraries build on the core offer to provide even more, adapted for each local community.

For children and young people, in addition to the Wordplay core offer, libraries will also offer clubs such as Sunday crafts, Lego groups, homework clubs, code clubs and many more. There is a rich offering for this age group across all libraries, designed to suit the local communities the libraries serve. For older people, the Top Time offer can include knit & natter, puzzles, talks over a cup of tea, and games. In addition, some libraries will also offer Bingo clubs, cribbage sessions and book groups to further complement this offer.

There is also a leisure learning offer across some libraries and many libraries have been able to support offers via the arts team which is funded by Arts Council England. Examples include language

clubs and creative cafés. The health and wellbeing offer in libraries is paramount. Groups, clubs and activities reflects this, with baby weighing sessions, cancer support groups and much more available.

### Activities excluded from analysis

Impact measurement involves making decisions about ensuring that only activities are included where there is a strong causal relationship between the activity and claimed outcomes. The only activity excluded from this area was the Dolly Parton's imagination library. As an activity mostly funded and delivered by an external organisation, the impact attributable to the input of Suffolk Libraries was not judged to be material when viewed in the context of the wider study.

## 2. Lending resources, guidance, information and signposting

Another core component of the library offer is the lending of resources and enabling access to information, and this forms part of the 'traditional' library offer communities are most familiar with. Suffolk Libraries has an substantial physical book stock and in recent years it has grown its eBook and eAudio offer enormously which has resulted in a rich and varied book offer including fiction, non-fiction and reference materials. Suffolk Libraries is also part of the SPINE consortium where its customers can borrow from the collections held by Peterborough and Cambridgeshire areas which further enriches the offer. Suffolk Libraries online resources are rich and provide customers with a wide range of services including the online streaming service Kanopy and the children's book recording service Featherbed Tales. In addition, the library service provides a number of other resources, physical and electronic, which signpost people to further help and support. All of which is underpinned by a trained workforce who are there to provide guidance around these

# Section One: Establishing the scope



resources from reader development to Warm Handovers where people are handed over to specialist organisations for help using a ‘tell me once’ approach. Complementing this offer is the mobile library service which reaches more than 600 stops per month, many of which are located in the remotest areas of a very rural county with poor transport links. The mobile library service not only provides an excellent lending service, but the staff team also provide many people with much needed human contact.

## Examples of activity

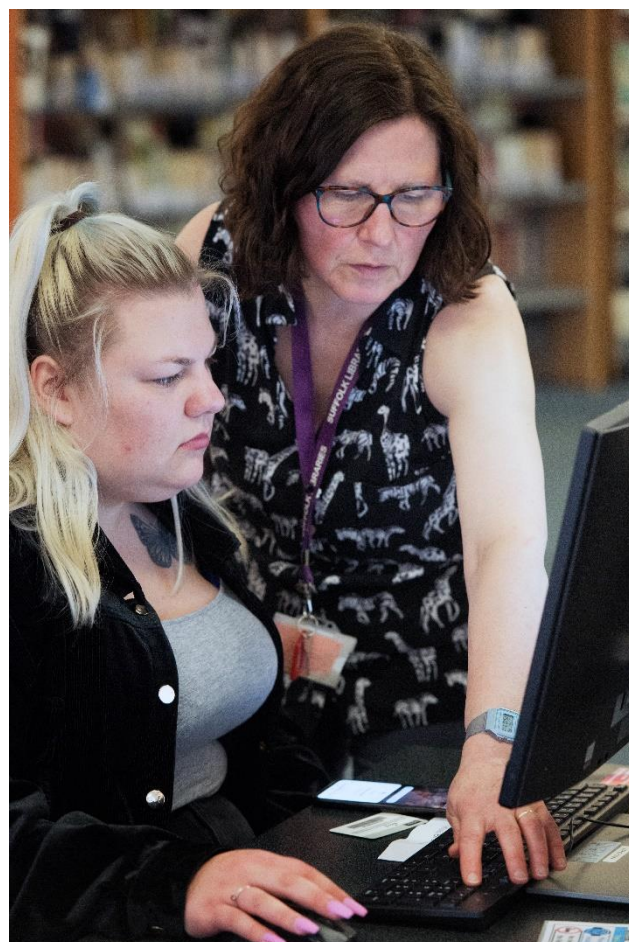
The book stock, both physical and electronic, is varied and the team who leads on this keeps on the cutting edge of developments in the publishing world which results in an array of titles. They also curate suitable booklists for families, carers and other interest groups which can be found on the Suffolk Libraries website. The staff team also work with partners to provide interesting book initiatives, with recent examples including Wild Reads and the new teenage Reading Well booklist. The resources offer is incredibly wide and includes a comprehensive music and drama library, a music and film offer, a reserve collection of older and rarer books and also an array of newspapers, journals and magazines.

As a safe space, access to quality information is paramount and signposting to trusted partners is an important contribution towards helping library users to access the support they need. As an organisation which takes safeguarding seriously, all frontline staff are trained to spot signs of domestic abuse and can act accordingly to keep people safe. This Safe Spaces offer complements the usual safeguarding response libraries have always had in place.

## Activities excluded from analysis

As a major part of Suffolk Libraries’ activities, these activities contribute significantly to the impact of the service as a whole. However for a few activities this is not the case. Activity excluded from analysis in this

area was hosting leaflets from organisations such as the DWP and Healthwatch. In this case, a judgement was made that any impact arising from reading a leaflet picked up at the library would not be significantly attributable to the library itself.



## 3. Access to IT support

The IT offer across all Suffolk Libraries is an integral part of the core offer and all 45 static libraries provide access to computers and free Wi-Fi in addition to paid-for printing and photocopying services. All frontline colleagues are well trained to support people to access the network of computers and the Wi-Fi in library buildings. Beyond this, frontline library staff and volunteers can offer specialist one-to-one

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## Section One: Establishing the scope

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support to help people grow their skills and understanding of digital resources so they are able to take ownership of that part of their lives. As an information service at its heart, Suffolk Libraries dedicates much resource to the IT offer as digital access and skills are vital in the 21st century to live well. With an expert in-house IT team, Suffolk Libraries can quality ensure its IT offer for customers and can be responsive to the ever shifting landscape of digital resource.

### Examples of activity

In addition to providing a network of computers and other hardware, the frontline staff of Suffolk Libraries ensure that people are able to access what they need through guided support. As the most important resource in libraries, it is vital frontline colleagues have the tools they need to support customers as fully as they can and Suffolk draws on training opportunities from a range of digital partners including Libraries Connected and The Good Things Foundation. All staff undertake regular digital skills training, such as training on the Universal Credit benefits gateway, to ensure they can help people live well.

Always looking to expand its digital offer, Suffolk Libraries created its Laptop Loans scheme to enable people with access to hardware and Wi-Fi to do what they need online from the comfort of their homes. While there is no obligation to disclose what the use of the laptop is for, many users of the service have provided feedback showing the service has been used for homework, booking appointments, and accessing benefits portals. Further complementing this are schemes with district councils to lend iPads to customers to further widen access.

### Activities excluded from analysis

No activities from this area were excluded from the impact analysis.

## 4. Space provision and hosted services

With its network of 45 static libraries, Suffolk Libraries can leverage its physical footprint to further enrich the local library offer through space provision and hosting a number of external services. The charity seeks to ensure people can live and stay well and this is often done in partnership with a range of organisations who can bring specialist support and help. Alongside this, many libraries can offer additional space for quiet work or reflection including dedicated study areas, cafés and gardens, as well as simply providing somewhere for people to sit, by themselves or with others, outside of their own home but without having to pay money or be time limited.

### Examples of activity

Through its network of gardens, cafes, study areas and other restful spaces, Suffolk Libraries can further enhance people's wellbeing. Library gardens are excellent spaces to help people find balance through nature and are well placed to offer additional exciting activity such as outdoor under 5s Storytimes and outdoor art groups. Hosted cafés work in partnership with the library to bring offers to families, especially in currently difficult times, such as 'children eat free'. They will also work with libraries to provide refreshments for activities to make them rich experiences.

### Activities excluded from analysis

In this area, activities that were excluded from the analysis were any offerings from external partners using Suffolk Libraries as a venue to provide their services. While it is likely that some impact would arise from this, overall, attribution of this impact would mostly be to the external partners rather than Suffolk Libraries.



# Section One: Establishing the scope



## 5. Talks, walks and hosted events

Similar to groups and activities, events in Suffolk's libraries are broad and aim to add to people's wellbeing and sense of belonging in their community. While not part of the core offer, events add a distinct layer to the local library offer. Events are determined at a local level by the manager, their team and often with support from the friends group. It is important that events are designed at a local level so that they are reflective of what the local community wants and this is a core ethos for events in libraries. These events can be ongoing as part of a series or can be one-off occasions and there is a mixture of these.

In tandem with this, there are a number of events which are created centrally and some of these will 'tour' libraries. These events are often curated by the arts team and are supported with funding from Suffolk Libraries' National Portfolio Organisation

status from Arts Council England. Other centrally curated events will include literature festivals, film screenings and music gigs with live music. The aim of these large scale events is to delight and inspire existing audiences and tempt new audiences through the door.

### Examples of activity

Local events are a rich offering which continually evolve and grow each year. They can be seasonal, they can be responsive to local and national occasions and they can also be a response to a public or partner request. Examples of local events include author talks, tea dances, story walks, indoor Curling, wellbeing sessions and so on. Events in libraries are so varied it is difficult to list them all and devolving decision making around these events to local library managers is what creates such variety of rich experiences for participants.

Centrally curated events are usually large scale and will move around libraries. A recent example of this is the Breaking the News event, an interactive

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# Section One: Establishing the scope

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exhibition and screening held in partnership with the British Library. The arts team is also invited to local festivals such as First Light or Latitude to take the library experience out of the static library into the community to promote how libraries can enrich people's lives.

## Activities excluded from analysis

While the library provides a venue for citizenship-related events such as voting on polling day and hosting public consultation documents, overall it was judged that the value of this impact is attributable to the public bodies responsible, rather than the library which simply acts as a host for these events or engagements.

## 6. Friends groups and volunteers

Friends groups are an integral part of the Suffolk Libraries governance structure and the charity's board is drawn from friends groups. Each library has a friends group that works with the local manager and team to raise vital funds for the library and also work together to plan and deliver great additional experiences for local communities. Friends groups have raised hundreds of thousands of pounds since 2012 which has been reinvested in libraries to ensure they look fresh, modern and vibrant. Being part of a library friends group is a very specific form of volunteering.

The Suffolk Libraries board provides governance and oversight of the charity and works closely with the CEO and executive team to keep the organisation not only stable, but also ensuring it continues to flourish. The board oversees a number of sub-committees which meet to provide vital challenge to the work the charity carries out. In the last few years, Suffolk Libraries has worked to recruit a number of young trustees to ensure the board is inclusive and reflective of communities across Suffolk.

Alongside this, Suffolk Libraries volunteers provide vital help and support to libraries with a range of library-based tasks as well as assisting with other services the charity provides. The charity's 1,200+ volunteers span all ages and range from age 13 upwards. Suffolk Libraries is keen to encourage volunteering at all ages. The charity is also fortunate to attract a wide-ranging skillset from its volunteers which enrich the local offer.

Both friends groups and volunteers are overseen and guided by an experienced team to ensure that they have what they need to operate effectively.

## Examples of activity

Friends groups will primarily raise funds for their local library and they will each plan a number of events and activities across the year to achieve this. The types of fundraising activity is varied and will be tailored to a local community. Therefore, these can range from bake sales and quizzes to larger scale events like gigs or fashion shows.

Volunteering within Suffolk Libraries is incredibly broad and the charity works to ensure that the skills of each volunteer is used as effectively as possible. Day-to-day volunteering with Suffolk Libraries can include helping with stock work within libraries such as shelving, assisting with groups and activities and helping to plan events. Volunteers also help in other ways such as with the Phone a Friend service or assisting with the volunteer-led Home Library Service, both of which provide vital support to some of the charity's most vulnerable users. Every year, the charity shows its thanks and recognition to volunteers with a volunteer awards evening which recognises their amazing contribution to the charity.

## Activities excluded from analysis

No volunteering or friends group related activities were excluded from the analysis.

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## Section Two: Stakeholder engagement

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### Stakeholder mapping

The term 'stakeholder' is used to define any individual or organisation that experiences material change as a result of an activity, and one of the first steps of any impact measurement process is to engage with stakeholders.

Stakeholder groups are defined by common characteristics and share a set of outcomes that are experienced by a proportion of that group.

Given the scope of this piece of work, the designation of stakeholder groups was always going to be something to consider carefully. Broadly speaking, the primary stakeholders of Suffolk Libraries are the people who engage with their services. However, through their 45 different sites and wide range of activities offered, Suffolk Libraries reach thousands of people from a diverse range of backgrounds, circumstance and age.

For the sake of developing a user-friendly model, it was important to give clarity to the different groups who benefit directly and indeed those who benefit indirectly from SL services. It was therefore decided that the most useful way to define groups would be by stage of life, and once data was collected, outcomes could then be researched accordingly. Any changes that emerged for additional subgroups were then incorporated into the model, allowing for differentiation when necessary.

The stakeholder age range groups are:

- Babies and toddlers (ages 0 – 4)
- Children (ages 5 – 12)
- Teenagers (ages 13 – 19)
- Adults (ages 20 – 54)
- Older people (ages 55+)

It is important to note that while defined ranges were useful to help guide the boundaries of each group, it is the outcomes being experienced by the

stakeholder, rather than the age category that they technically lie within that determines their designation. It is quite possible, for example, that somebody who technically falls into the older people group is actually experiencing the outcomes associated with an adult and therefore would be included into the latter group.

The table on the following page presents the primary stakeholder groups and the quantities used reflecting change experience across the main categories of SL activities in the model. A further step in modelling quantities involves applying a percentage of each group likely to experience given outcomes on the basis that not all stakeholders will experience a given outcome. These stakeholder quantities have been calculated and advised by Suffolk Libraires and are the numbers of different individuals that engage in each activity across the County.

One challenge when creating a model for a large project such as this is that of double counting stakeholders. In other words, how do we ensure that we are not including the value of someone's outcomes multiple times if they are engaging with an organisation in multiple different ways? The risk of not attending to this problem is that the value of outcomes is artificially inflated because the number of stakeholders does not reflect the actual number of individuals.

In this model we are comfortable that this does not pose a big risk to the result, for the following reasons:

- The number of stakeholders assuming to be experiencing outcomes from activities has been estimated conservatively, to further protect against double counting and therefore overclaiming. This means that for almost every outcome in the model, the number of stakeholders who are experiencing these is usually significantly less than 100%. More information on this can be found in the Quantities section on page 44



# Section Two: Stakeholder engagement



Activity sub-categories	Stakeholder group numbers ( adjusted to individuals not visits)				
	Babies and toddlers	Children	Teenagers	Adults	Older people
Groups, Clubs and Activities	1,546	9,092	2,892	65,119	17,148
Lending resources, guidance, information and signposting	768	13,600	94	57,498	9,794
Access to IT support	30	15	1,500	27,392	4,216
Space provision and hosted services	170	200	10,080	22,030	1,435
Talks, walks and hosted events	25	150	100	550	550
Friends groups and volunteering activities	0	0	75	110	1,365

- If a stakeholder is engaging with Suffolk Libraries in multiple ways, the best way to account for this is by including them separately in different activity categories. For example, someone who both volunteers and borrows books should be included once in activity category 2, and once in activity category 6, to ensure that the outcomes they are experiencing are properly accounted for.

## Stakeholder engagement

Stakeholder engagement took place over a number of months in 2022, the majority of which happened in May during a week-long visit to Suffolk made by the MKS Impact team with some follow up visits made between July and September. In total 15 libraries were visited and over 250 people were engaged with including library staff, library users, group members and volunteers. In some cases, it was not possible to

talk directly to stakeholders due to circumstance or age. In these instances, other groups such as parents, staff, carers, and volunteers were asked to report by proxy on changes they could observe and confirm for the stakeholder group in focus.

The first stage of engagement involved carrying out multiple focus groups and interviews. Where it was not practically possible to meet people in person, online groups and meetings were arranged. Once this engagement phase was complete, data were processed and worked into outcomes chains. Surveys were then designed and distributed to stakeholders participating in the following activity areas which helped to expand the size and representation of the sample:

- Lending resources, guidance, information and signposting
- Space provision and hosted services
- Talks, walks and hosted events

# Section Two: Stakeholder engagement



The total number of engagement sessions broken down by type, as well as the number of survey responses received are shown in the table below. As mentioned earlier, data from the 2019 study were carried forward and incorporated into the current analysis – the tables do not include the engagement sessions of the first study.

Method of engagement	Number of sessions
In-person focus groups	13
Online focus groups	9
Interviews	17
Surveys	88 respondents

In general terms the following issues were explored with a focus group:

- A consensus of the main outcomes experienced by the group including the main lead up or chain of change resulting in the key outcome.
- A check for any negative outcomes.
- The most important outcomes for the group – may involve asking respondents to prioritise.
- Counterfactual questions – without Suffolk Libraries activities, how else might the outcome still take place.
- Counterfactual questions – with Suffolk Libraries activities, what other external influences might add to the outcomes or help sustain them.
- What proportion of the whole group is not likely to form part of the consensus of outcomes identified. Are different minority outcomes experienced by these.
- Are there different stakeholders who experience

change because of a focus group member’s change (but who are not part of the focus group) – for example close family member or a partner/spouse.

- What kind of monetary value would the respondent place on the outcome in terms of a value to them (optional question – may not be answered).

The data from the above enquiry are analysed and where needed can also form the basis for a survey across a wider sample of stakeholder groups as mentioned above.



# Section Three: Mapping outcomes



Following stakeholder engagement, the vast quantities of information obtained through this process were analysed and broken down into the key outcomes that were occurring for those stakeholder groups identified for each activity.

Outcomes are generally composed of two constituent parts: the ‘lead up’ or ‘Chain of Change’ to the initial outcome, which links the activity to intermediate changes for the stakeholder in a logical chain, and secondly the final outcome, which is the key change that will go on to be measured and valued.

Due to the sheer number of activities, and therefore stakeholders and outcomes, associated with Suffolk Libraries, all outcomes will not be reproduced in this section of the report (though they are available in the appendices). Instead, key outcomes for each of the six areas of activity of Suffolk Libraries have been pulled out in the sections below, alongside a narrative of how these outcomes represent change in the users and associated stakeholders of Suffolk Libraries.

## Activity category one: Groups, clubs and activities

One of the key strengths of libraries is being able to form a community hub, available to all regardless of background or available resources. As a result they are well placed to bring together people for all sorts of activities, which is the focus of this first category. Due to the breadth of this category, with groups including everything from craft and art clubs for young people to a sporting themed reminiscence club for older people, there are a huge range of outcomes here. One common thread, however, is the prevalence of outcomes associated with social wellbeing. Some examples of outcomes arising from this activity category are below.

### Social outcomes

Activity	Stakeholder group	Initial outcome	Final outcome
Top Time / Knit and Natter	Older people	Opportunity to meet and join in with group of people of similar age > increase in social network and friendships made > feeling more embedded in local area and community with more friendly faces around town > attendees feel improved companionship and looking after one another >	Expanded social support network > Reduction in social isolation and decreased feelings of loneliness > Increased access to emotional and practical support
Proud pages	LGBTQ+ teenagers	Opportunity to meet like minded others in similar situations + library is a neutral environment (neither educational nor domestic setting) >	Increased sense of relaxation and ability to be oneself



## Section Three: Mapping outcomes



<b>Wordplay / Baby bounce / Tot Rock / Storytime</b>	Parents	Increased opportunity to meet and socialise with other parents in a safe, friendly, inclusive environment > Increased feeling of being a part of the community > The development of friendships and a social network that extends beyond the session >	Increased access to help and emotional support > Reduced feelings of social isolation and loneliness
<b>Jumpstart</b>	Attendees	Doing a regular activity helps you to get to know people and feel part of something - increased involvement in other activities > able to meet others in a similar situation >	Feeling more part of a community and connection to one another and reduced social isolation

While these examples are drawn from quite a range of activities within this sub-category, and occur for a real diversity of stakeholders, the element in common that all outcomes have is around reduced social isolation and increased feelings of belonging to the community. It is clear that this is an important role of library social groups, and was very commonly reported across multiple stakeholder groups drawn from different libraries.

### Wellbeing outcomes

Activity	Stakeholder group	Initial outcome	Final outcome
<b>Book clubs/reading groups</b>	Adults	Provides structure to week and offers something to look forward to and deadlines that they need to meet (e.g. to read a book by a certain date)	Increased structure for week > improved quality of life
<b>Book clubs/reading groups</b>	Adults	Attending club on a regular basis provides an opportunity to use other library services + increased likelihood of habit forming and reading	Increased use of library and access to outcomes arising from borrowing and reading
<b>Creative writing, painting, and singing groups</b>	Adults	Access to arts group leading to engagement in an arts activity without ability judgement	Increased sense of doing something worthwhile, creative leading to sense of achievement

More general wellbeing outcomes also occur across the board for people who attend groups, clubs and activities at a Suffolk library. One commonly reported outcome relates to people feeling that attending a particular club or activity at a particular time of the week provides some useful structure and anticipation for

## Section Three: Mapping outcomes



each week, which can help people to feel more motivated and at ease with their free time, leading to a greater quality of life. This is especially the case for older people who may be retired, and have more free time available to them.

Another theme within these wellbeing outcomes, and an advantage of groups, clubs and activities, is the outcome that attending an activity regularly means that an individual is going into the library on a regular basis. This makes them more likely to bump into friends there, say hello to staff, borrow books and other resources, use IT, volunteer, hear about and attend other events, and in general experience other positive outcomes that arise from using other parts of the library service.

Finally, another common theme was a sense of achievement that participating in a group or activity can provide, especially those revolving around a more creative element.

### Skills/knowledge outcomes

Activity	Stakeholder group	Initial outcome	Final outcome
<b>Wordplay / Baby bounce / Tot Rock / Storytime</b>	Babies and children	Increased opportunity to be exposed to different environments and people > Increased enjoyment of new situations > increased confidence >	Increased ability to adapt to and feel comfortable in new and different surroundings
<b>Summer reading challenge</b>	Children	Increased ability to overcome shyness and discuss concepts from books through engaging in reading as a non-solo experience >	Improved listening, speaking, language and social skills
<b>Arts award</b>	Teenagers	Teenagers work towards gaining their Arts Award through Suffolk Library activity >	Gaining an award and recognition that could act as a stepping stone towards other qualifications > increased scope for future career development
<b>Job clubs / CV writing clubs</b>	Adults	Library staff offer a listening ear and support regarding someone's skills and experience > jobseeker increases understanding of self and what they have to offer, and communication of this in applications >	Increased confidence in own career skills, abilities and self-worth > increased likelihood of being successful and gaining employment

Many different types of skills and knowledge can be acquired through participating at library clubs and activities, across a wide range of ages and stakeholder types. Some of these can be through a formalised process, such as the arts award for children and teenagers. Other types of skills and knowledge are much

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## Section Three: Mapping outcomes

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more personalised and *ad hoc* – it may be a member of library staff teaching a new song to babies, or an external speaker talking to a Top Time group about a new non-fiction book they've written, for example. However, whatever the nature of the skills and knowledge, it was clear that groups and activities were able to provide a safe, positive learning environment for anyone attending.

### Activity category two: Lending resources, guidance, information and signposting

As with any library service, the core of Suffolk Libraries offerings is lending books and resources. Many people around Suffolk benefit from this activity category in multiple ways, partly owing to the range of ways that Suffolk Libraries have made the library catalogue available to the community (mobile libraries, online services, pop up libraries, care home and home delivery services as examples), and partly because of the wide range of materials available to borrow, from audiobooks and streaming music, to reference books from other libraries. As a trustworthy provider of information, Suffolk Libraries is also a valuable resource of signposting and offering guidance. The key outcomes arising from this activity category relate to wellbeing, and skills and knowledge.





## Section Three: Mapping outcomes



### Wellbeing outcomes

Activity	Stakeholder group	Initial outcome	Final outcome
<b>Books, magazines and newspapers</b>	Adults	Lack of financial risk means that people can try wider range of books > broadened horizons and tastes for future reading habits or gain recommendations from librarians who know their tastes >	Gain more enjoyment and fulfilment from reading > more fulfilled leisure time use
<b>Books, magazines and newspapers</b>	Adults	Customers able to read best sellers and other books for free >	Avoided cost of buying books, newspapers, magazines etc.
<b>Music and film library</b>	Adults	Increased ability to experience music and films without having to spend money>	Reduced cost
<b>Warm handovers</b>	Adults	People receive smooth, secure and reliable handover to another organisation where they can access support >	Getting best expert support > saved time in getting right solution

A prevalent outcome for this activity category was the generally greater fulfilment that stakeholders experienced from their leisure time through being able to use the library. For many, especially retired people, the library provided a way for them to be able to read books they may not otherwise read, especially if there is a cost involved. Other stakeholders appreciated their relationship with librarians, many of whom would get to know customers and their tastes in books, and recommend other sources of reading that they thought customers would enjoy. A survey contributor commented, "My librarian selects books from the mobile library which I might like because I nip out from work to visit it and so my reading database has widened and I have read books which I may not have picked up myself."

It goes without saying that given that library resources are free, the ability to access books, magazines, newspapers, film, music, audiobooks and other material without any financial resources greatly reduced the financial burden on stakeholders. For those that read over one book per week, for example, the cost could be significant.

Another important outcome in this category was more associated with signposting and handovers. The library's role as a place available for anyone in the community to spend time means that it is well placed to provide a port of call for anyone who may be in need of further support in terms of care, health and wellbeing. The warm handover service is a way of other local organisations being able to receive referrals from Suffolk Libraries, and refer into Suffolk Libraries, for anyone who may be in need. The closer link between organisations means that people who do get referred get a more proactive link up with the next organisation, leading to an increased likelihood that they will receive the help they will need, with less time wasted.

# Section Three: Mapping outcomes



## Skills/knowledge outcomes

Activity	Stakeholder group	Initial outcome	Final outcome
Books, magazines and newspapers / mobile library / reserve collection	Adults	Reading books as a learning activity >	Increased skills
Books and magazines	Children and teenagers of home educators	Students have access to richer resource of books and study materials for education >	Improved attainment
Hosting local information and signposting	Adults and older people	People can find out information they need from a trustworthy source >	Sense of relief and reassurance
Ancestry / family history research	Adults and older people	Family history researchers uncover information relating to their families and local area > increased knowledge about history > sharing knowledge with family members >	Improved knowledge of family origins and increased family interest

An increase in skills and knowledge obtained through library lent resources was another common theme of outcomes in this category. The stakeholder survey offered some examples of skills that people had obtained through borrowing books, including popular ones such as gardening, cooking and crafting but also knowledge of fungi, natural dyeing techniques, meditation, aromatherapy and literary criticism. One contributor to the stakeholder survey also commented that, “I think there are also benefits of having read recently published books, giving topics for conversation socially as well as directly learning new information and gaining understanding of current issues.” The fact that stakeholders can access more specialist reference books from other library services or the British Library only enhances the range of skills and knowledge they can have access to.

The presence of library staff and resources to provide information about all manner of things was a highly valued part of the library experience for many stakeholders. Examples of information that were stated included local bus timetables, location and availability of foodbank services, bus pass forms, tourist information, and NHS guidance on different health conditions, after a GP appointment. Given the complexity and wide range of trustworthiness about other sources of information, the library was seen as especially trustworthy which helped stakeholders to feel relieved and reassured when they were provided with information they needed. This is an outcome that has become more important as other services are being reduced or cut down due to budget pressures. One quote from the stakeholder survey encapsulated this area well. “Reassured that

# Section Three: Mapping outcomes



information is there when I need it, with kind people who I know, to help. Library staff are real friends to me and never judge.”

As a final example, access to family history research tools and records offers stakeholders a way to connect with their own histories and communities, and form bonds with other family members around this shared history.

## Activity category three: Access to IT support



Libraries providing an IT offer as part of their services has become increasingly important over the last few decades. Partly as a reflection of the massive role that technology has come to play in our lives, outcomes for this category area cover the full range of social, wellbeing, and skills and knowledge domains, and were found to offer great value to the stakeholders that experienced them.

Activity	Stakeholder group	Initial outcome	Final outcome
Accessing PCs and Wi-Fi onsite	Adults	People who don't have internet at home will come and use the PCs/borrow devices to play games, email, go on social media, use Zoom etc. > increased connection to others >	Increased social and family engagement and maintaining connections > Reduced loneliness and isolation



# Section Three: Mapping outcomes



<b>IT courses and support sessions</b>	Older adults	Client receives help and learns how to use phone and communication applications such as text messaging, WhatsApp, email and calling people > improved ability to contact friends and family >	Improved communication with friends and family> improved contact and connection with loved ones
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A significant use of technology and IT in the current world is to fulfil social needs. Whether that is using video call or messaging to keep in touch with loved ones, or social media networks to post and find out about what's happening in the local area, IT helps people to feel more connected with others in their community, and less isolated. This was especially important for both adults and older people who may need the one to one patient support and time that library staff are able to provide to help them to connect with others digitally.

## Wellbeing outcomes

Activity	Stakeholder group	Initial outcome	Final outcome
<b>Borrowing laptops and tablets</b>	Adults	People have access to laptop for home use complete with free dongle for internet access >	Ability to make job applications and benefits applications > improved income
<b>Accessing PCs and Wi-Fi onsite</b>	Adults	People use them to get online deals (many things are cheaper with online deals/can research on sites like compare the market) + can use Wi-Fi, PCs and print > avoided cost of having to purchase internet and other devices and convenient use of printer for hard copy >	Saved money

Another important use of technology revolves around financial benefits, and the free use of IT at the library contributes towards this for a range of stakeholders. A common reason for using the PCs in a library is to search and apply for jobs, and this is especially important for those not able to afford internet and/or technology devices at home. More generally, technology use can bring a whole host of other financial benefits including price research, and use of a printer meaning library customers do not have to afford printer and upkeep costs for their own use. Printers in libraries are a popular resource, with uses including printing benefits and legal documents, proof of address, return labels and even a welcome pack for a Ukrainian refugee that a local family was hosting.

# Section Three: Mapping outcomes



## Skills/knowledge outcomes

Activity	Stakeholder group	Initial outcome	Final outcome
Accessing PCs and Wi-Fi onsite	Adults	People can access computers and use it to access the internet >	Learning new skills and knowledge
IT support sessions	Older adults	Clients are often very frustrated as they cannot use the device and have spent hours trying to > volunteers takes client slowly and carefully through process and explains things clearly > improved understanding of how to use device >	Improved IT skills > Increased feelings of relief and reduced frustration

Another clear benefit of IT services is the skills and knowledge that it brings. Whether this involves skills from a purpose run support session with an IT trainer, or self-taught knowledge that a stakeholder might gain from their personal research on a library computer, outcomes in this category were frequently experienced by individuals. To provide a flavour of this, one example of this type of outcome was an individual who used library computers to watch YouTube videos of people teaching piano pieces. This person could then go into the music room of the library and test out his new learned skills on the piano there.

## Activity category four: Space provision and hosted services

For many people spoken to during stakeholder engagement, the library represented a ‘place to be’ where they would feel welcomed, with a friendly face to chat to and a comfortable place to sit. The outcomes in this category therefore generally span the social and wellbeing domains.

## Social outcomes

Activity	Stakeholder group	Initial outcome	Final outcome
Cafés and social meeting space	Adults and older people	People meet new faces and have an opportunity to nurture friendships	Increased friendships
Social meeting space	Teenagers	Library offers free place to spend time with friends with opportunities to charge devices and use wi-fi	Increased enjoyment with friends > improved interaction/relationships

# Section Three: Mapping outcomes



Libraries are accepting of people of any age and walk of life coming in to sit and use their space and services. Two examples of this are people who use library cafés, sometimes alone to have a hot drink in a public place, and sometimes with others, often before or after a library club or activity. In some very rural communities, the library café is one of the only places available to share a drink and/or food outside of the home for miles around, and is highly valued by residents.

In other communities in Suffolk, teenagers may come into the library to sit with friends, with the free Wi-Fi and plug sockets for charging devices as an added draw. This could be specifically for social time, or for informal homework/study groups. The provision of this type of space for teenagers, especially in areas with few resources for youth clubs or other age appropriate spaces, is crucial for developing friendships in a non-educational and non-domestic setting.

## Wellbeing outcomes

Activity	Stakeholder group	Initial outcome	Final outcome
Social meeting space	Adults and older people	People come to the library to get out of the house and have their own space. Library is a welcoming, non-judgemental space where people can stay for as long as they wish >	Increased feelings of acceptance and psychological safety to be oneself
Social meeting space	Adults and older people	Going to the library gives people a reason to leave the house and spend time elsewhere > visits become part of routine, gives structure to their day/week + and is something to look forward to >	Increased structure and routine > Improved quality of life
Social meeting space	Adults and older people	Customers feel at home in the library + see other local community members and friendly faces and those who are new to the area, come to the library to get to know what's going on in local community >	Increased connection with the community > Increased feeling of belonging to community

One aspect of the library that has come through repeatedly in conversations about outcomes is the value that it has as a place to spend time. Contributions to the stakeholder survey were particularly enlightening about the importance that it had for some people:

“I have used the library as a safe place for a good cry when needed and just as a space for some peace and quiet.”

“The staff at the ...library are not just staff. They are supportive, compassionate, caring, they listen. I was in the library when I was told I was ill - cancer. While I started crying, Heather straight away gave me a hug and



# Section Three: Mapping outcomes



looked after my son while I re-grouped. When I first moved... it was Karen that I met and she made me feel welcome as a mom too and made me feel “at home” in the Library.”

“I love the ability to go in to the library and just chat sometimes. I work from home and it can occasionally be isolating, so the library is one of the places I go for in person contact.”

“I’m usually able to have a chat with the librarians which is lovely.”

What is also clear is that it is not just physical libraries that provide this warmth and welcome:

“The engagement with staff, especially in the mobile library that we use most frequently is outstanding. Warm, approachable and friendly...along with very knowledgeable.”



## Skills/knowledge outcomes

Activity	Stakeholder group	Initial outcome	Final outcome
Study and business workspace	Adults	Students can go to a quiet space, away from home - free from distractions >	Improved focus and concentration > more efficient use of time

Finally, in terms of skills and knowledge outcomes, because the library provides a free and open space for anyone to come and use the internet, books and other resources, it plays an important role in giving people

# Section Three: Mapping outcomes



somewhere to work and study away from home, either as some peace and quiet or a change of surroundings. This helps to provide people with a more efficient use of their time.

## Activity category five: Talks, walks, performances and hosted events

Suffolk Libraries are proactive in their hosting of events to appeal to people across the full range of the Suffolk community. One of the real strengths of this activity area is the accessibility of the events; special attention is paid to hosting online events for people who struggle to make in person events due to disabilities, health concerns, or lack of transport provision, and more generally people’s experience of library events is that they are held in a friendly, welcoming environment that is often easier for people to spend time in than other public spaces.

### Social outcomes

Activity	Stakeholder group	Initial outcome	Final outcome
Events	Adults	Access to a space where people know they will not be alone + has a safe, welcoming and accessible feel + have something in common with others if attending mutual events > increased opportunity to make friends and connections >	Reduced social isolation
Events	Adults	People attending enjoy events with others such as family and friends > attendees create shared memories >	Increased shared quality time together > improved relationship quality

A key category of outcomes from this group was the sense of social wellbeing that arises from spending time with people with similar interests. Being able to meet like-minded people and make contacts in the local community reduced the social isolation that event attendees felt. A similar positive outcome occurred when people attended an event with a loved one, for example an online event during the Covid 19 lockdown. Enjoying a shared experience together, and having something different to talk about, helped to strengthen family relationships and friendships.

### Wellbeing outcomes

Activity	Stakeholder group	Initial outcome	Final outcome
Events	Adults with low engagement in the library	Increased awareness of what library can offer + altered expectations of what's available in a library >	Increased engagement with libraries and increased access to other outcomes arising from libraries such as wellbeing benefits, access to other events etc > improved life satisfaction

## Section Three: Mapping outcomes



<b>Online events</b>	Adults with barriers to physical access	Access to range of digital events and access to library catalogue >	Increased feeling of involvement and access to fuller library experience > improved life satisfaction
<b>Events</b>	Adults	Renewed interest in books and reading >	Increased access to other reading associated outcomes (escapism, opening mind etc)
<b>Events</b>	Children	Children, especially those with behavioural problems, are given the opportunity to behave with freedom in a relaxed environment >	Children able to relax and enjoy themselves

Wellbeing outcomes were also a common positive area of change for stakeholders. Firstly, many events, especially outreach events, helped to bring new people in to the library environment and increased the likelihood that they would visit in the future and use library services such as borrowing, social groups and meeting space, and therefore experience outcomes from these areas. Other events, especially those involving a literary focus, helped to introduce attendees to new authors, genres and reading that they wouldn't have otherwise encountered. This helped to renew people's interests in reading and discover new enjoyment from their hobby.

Finally, the strength of the library as a 'safe space' helped children with behavioural or social challenges and their parents to be able to attend events such as pop up cinemas in a more relaxed way, because they know the environment and are able to move around more freely than for example at a mainstream cinema.

### Skills/knowledge outcomes

<b>Activity</b>	<b>Stakeholder group</b>	<b>Initial outcome</b>	<b>Final outcome</b>
<b>Providing events</b>	Local artists	Work is exhibited or performed in public >	Increased confidence and sense of achievement in self and work
<b>Providing events</b>	Local artists	Access to professional and personal development opportunities and more experience of role in range of settings >	Increased skills

Many library events involve local artists and provide opportunities for them to perform or facilitate events in the local community. This can lead to important outcomes for many, especially those with less experience or at the start of their careers, around networking, confidence in self and their own work, and more professional related skills.

# Section Three: Mapping outcomes



## Activity category six: Friends groups and volunteers

Friends groups and volunteers generously donate much of their time to Suffolk Libraries each year, and contribute in a whole plethora of ways; running events, fundraising, governance support, and general library tasks. However, research such as the review by Stuart et al. has shown that volunteers also experience many positive outcomes through the activity of volunteering<sup>1</sup>. A sample of these in the context of Suffolk Libraries is below.

### Social outcomes

Activity	Stakeholder group	Initial outcome	Final outcome
Volunteering	All volunteers	Volunteering at the library puts you in contact with local community >	Increased sense of connection to community, increased friendships and reduced isolation
Volunteering	Participating in a Friend's group	Meet and talk with people that one wouldn't normally > Increased opportunity to learn about people's fascinating stories >	Improved social circle with wider perspective about others lives > improved self awareness and knowledge of others

A common outcome for volunteers arose from the way that volunteering is a way to feel rooted in one's community, through meeting others, especially people who may not already be in one's social circle. This was very important for the volunteers that were spoken to during the research and is often more important for people who are retired or unemployed.

### Wellbeing outcomes

Activity	Stakeholder group	Initial outcome	Final outcome
Volunteering	All volunteers	Volunteers are rewarded and appreciated by Suffolk Libraries >	Increased feelings of purpose and being valued
Volunteering	Participating in a Friend's group	Volunteer contributes to committee and helps to organise different events and other activities >	Feeling of maintained cognition and keeping brain active

<sup>1</sup> Stuart, J., Kamerāde, D., Connolly, S., Ellis Paine, A., Nichols, G. and Grotz, J. (2020) *The Impacts of Volunteering on the Subjective Wellbeing of Volunteers: A Rapid Evidence Assessment*, What Works Centre for Wellbeing and Spirit of 2012



# Section Three: Mapping outcomes



Feeling useful and valued is an important part of anyone’s wellbeing on a regular basis, and volunteering tasks that contribute meaningfully to the library help volunteers to experience this renewed purpose for their free time. Together with being able to be creative and learn new things through participating on committees or organising events, there are clear wellbeing advantages to volunteering.



## Skills/knowledge outcomes

Activity	Stakeholder group	Initial outcome	Final outcome
Volunteering	All volunteers	Learning new things and have new experiences >	Improved and increased skills and knowledge
Summer reading challenge and other volunteering	Teenagers	Teenagers volunteer at local library > demonstration of skills and attitude >	Improved and increased skills and experience > improved employability

Finally, depending on someone’s life stage, volunteering can provide a useful opportunity to learn new skills. For example, teenagers or young people who have limited experience of employment can learn about professionalism, IT systems, providing services to the public and other important areas that can contribute towards future employability.

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## Section Four: Applying values to outcomes

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Applying a financial value to the outcomes summarised in the previous section enable an understanding of the relative importance of these outcomes for stakeholders, and can be an important step in the modelling of any impact assessment that seeks to articulate social returns. The following section will outline some of the standard approaches that are used to apply a financial value to outcomes. But first, why is valuation important?

### What is value?

For the purposes of impact measurement, value can be thought of as the importance or worth that we attach to different types of goods and services. Most human societies nowadays have highly developed mass valuation systems called financial markets. Through these complex systems, a financial value is assigned to a wide variety of goods and services such as a barrel of crude oil, lifesaving medication or an all-inclusive holiday. Some valuation techniques use proxies from these financial markets to estimate the value to people of other types of outcome.

For the majority of people, value is most familiar when it is stated as an amount of money. We might say that the value of a pint of milk is 52p, for example unless there is a shortage in which case costs change and the value we personally attach to the commodity may also shift. We will make decisions to give importance to paying more for the goods or deciding to go without. Given that part of the value consideration can relate to the importance we give to goods that are desired, it is also possible to indicate value by ranking importance. For example, asking a stakeholder to select which is most important out of the following outcomes can reveal an increased understanding of what a stakeholder values most:

- Increase in confidence
- Reduced isolation
- Increase in earning potential

Stakeholder expressions around outcomes priorities and their value for the stakeholder is a key feature of our approach in measuring social return on investment. This is beneficial in two different ways:

- Monetisation provides a deeper understanding of the relationship between different outcomes. Is the increase in confidence only slightly more important than the reduced isolation, or is it twice as important for the stakeholder? This information is useful when considering expanding or redesigning services
- Monetisation allows an understanding of the efficiency of a project or service. Once social value is expressed in financial terms, you can create a ratio by comparing this social value output with the money required as inputs for the project. If you are creating more than £1 of social value for every £1 invested, you are creating a social value profit

### Approaches to valuation

There are a number of recognised approaches to valuing social outcomes. Three key approaches have been used in valuing outcomes in this study and these are explained below with examples of each used in the study.

## Section Four: Applying values to outcomes



### 1. Market cost

This approach uses costs that exist in the financial market. It asks what a stakeholder would have to pay (regardless of ability to pay) that would provoke them to experience the outcome under focus. The cost to the stakeholder in this case corresponds to the value of that outcome to them.

Activity category	Activity sub-category	Activity / stakeholder	Outcome	Financial proxy description	Financial proxy value
Groups, clubs and activities	Employment and practical support groups	Jobs/CV writing clubs - adults	Library staff provide help and support to people coming to library to look for a job > Increased IT and technical skills	Cost to stakeholder of an ECDL course online to improve IT skills ( <a href="https://www.distance-learning-centre.co.uk/european-computer-driving-licence-ecdl-online-course/">https://www.distance-learning-centre.co.uk/european-computer-driving-licence-ecdl-online-course/</a> )	£225.00
Groups, clubs and activities	Caregivers and children's groups	Lego club - children	Parent and child build and create Lego designs > a meaningful and joyful engagement with parent through fun activities that extend beyond the session > Improvement in parent-child relationship	The cost of quality time shared going to an interactive children's museum daytrip 3 times per year. Cost includes: entrance for 1 adult and 1 child (£14.95 each); travel costs of £20 for train tickets each; lunch costs of £12 for both = £81.90 per trip, or £245.70 per year.  Costs based on visiting Eureka!: <a href="https://www.eureka.org.uk/">https://www.eureka.org.uk/</a>	£245.70
Friends groups and volunteering	Volunteering	Teenage volunteers	Opportunity to challenge oneself and do new things > Increased responsibility and ability to interact with different people > Improved confidence	Cost to stakeholder of life coaching sessions that provide improved feelings of self esteem:  Cost of local life coaching to improve confidence and self esteem. £50 for monthly sessions = £600 ( <a href="https://www.jorayneercoaching.co.uk/fees/">https://www.jorayneercoaching.co.uk/fees/</a> )	£600.00

### 2. Wellbeing valuation

This approach, developed by governmental and academic economist Daniel Fujiwara, among others, uses meta-analysis from national, large scale surveys that explore what the population spends on improving the quality of their lives. It looks at the reported life satisfaction, income, and a range of other factors of individuals who have responded to the survey. It then correlates reported life satisfaction of individuals who experience a certain outcome (such as reduced social isolation) and estimates how much of an increase in income would

## Section Four: Applying values to outcomes



be required to achieve the same increase in wellbeing. This has the advantage that the data is in theory subject to fewer personal biases as it is using a large volume of real life data from sources like The British Household Survey which is then subjected to statistical analysis.

Activity category	Activity sub-category	Activity / stakeholder	Outcome	Financial proxy description	Financial proxy value
Lending resources, guidance, information and signposting	Universal borrowing offer	Books, magazines and newspapers – adults	Lack of financial risk means that people can try wider range of books > broadened horizons and tastes for future reading habits or gain recommendations from librarians who know their tastes > Gain more enjoyment and fulfilment from reading > more fulfilled leisure time use	Wellbeing valuation of having a hobby: This valuation is based on the wellbeing value of a stakeholder having a hobby, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: <a href="http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120">http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120</a>	£1,515.00
Friends groups and volunteer outcomes	Friends groups	Friends group participation – adults and older people	Meeting others in the community > Increased sense of connection to community, increased friendships and reduced isolation	Wellbeing valuation of feeling part of a community: This valuation is based on the wellbeing value of a stakeholder being a member of a social group, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: <a href="http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120">http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120</a>	£1,849.62

### 3. Value of a change represented by a change in income

Some outcomes are themselves an increase in financial resources, or increased savings due to an intervention. The value of these outcomes can be approximated in a more straightforward way; the amount of money that is directly saved or reduced by a particular outcome.



## Section Four: Applying values to outcomes



Activity category	Activity sub-category	Activity / stakeholder	Outcome	Financial proxy description	Financial proxy value
Access to IT support	Accessing PCs and Wi-Fi onsite	Public PCs – teenagers, adults and older people	People use them to get online deals (many things are cheaper with online deals/can research on sites like compare the market) + can use Wi-Fi, PCs and print > avoided cost of having to purchase internet and other devices and convenient use of printer for hard copy > Saved money	This is the household savings per annum of bringing digitally excluded households online, taken from PricewaterhouseCoopers, L.L.P., 2009. Champion for Digital Inclusion: The Economic Case for Digital Inclusion. London:  PricewaterhouseCoopers LLP. Available from: <a href="http://ict-industry-reports.com.au/wp-content/uploads/sites/4/2013/10/2009-Economic-Case-for-Digital-Inclusion-PWC-UK-Oct-2009.pdf">http://ict-industry-reports.com.au/wp-content/uploads/sites/4/2013/10/2009-Economic-Case-for-Digital-Inclusion-PWC-UK-Oct-2009.pdf</a> (October 2022)	£560.00
Space provision and hosted services	Study and business space	Adults	Library provides affordable and convenient meeting or workshop spaces > reduced costs	Estimated cost saving derived from study time of 3 hours per week over 26 weeks - cost of study at Costa = 2 cups coffee and snack £10 and travel cost of £3 = 13 x 26	£338

### 4. Unit costs of health and social care

One of the standard approaches to valuing an outcome experienced by the state is to understand how much it costs the state to provide it. A database of these costs is maintained by the Personal Social Services Research Unit (PSSRU) at the University of Kent, called the Unit Costs Article Database.

Activity category	Activity sub-category	Activity / stakeholder	Outcome	Financial proxy description	Financial proxy value
Groups, clubs and activities	Caregivers and children's groups	NHS outcome	Reduced resource	The cost to the state of providing a GP appointment 5 times in a baby's first year in order to use the baby weigh facilities at the GP surgery.  According to PSSRU Unit Costs database 2021, available at <a href="https://kar.kent.ac.uk/92342/25/Unit%20Costs%20Report%202021%20%20Final%20version%20for%20publication%20%28AMENDED2%29.pdf">https://kar.kent.ac.uk/92342/25/Unit%20Costs%20Report%202021%20%20Final%20version%20for%20publication%20%28AMENDED2%29.pdf</a> , cost per patient consultation of 9.22 minutes is £33.19	£165.95

## Section Four: Applying values to outcomes



### Further ways of moderating financial proxies

Once the outcomes have been valued, the next stage is calculation. This stage introduces further ways of reducing risks of overclaiming, so that the final results are as reflective as possible of the actual impact attributable to the organisation under study; in this case, Suffolk Libraries.

The values of the above financial proxies are therefore moderated in a number of ways:

- The proportion of stakeholders in each stakeholder group actually experiencing outcomes is adjusted. It is highly unlikely that every single stakeholder will experience a particular outcome, so percentages of 75% or lower are used
- A proportion of the value is subtracted if it represents another organisation's or individual's contribution to the outcome's value. This is called attribution – for example, an attribution of 60% would mean that 60% of the value of an outcome is caused by a separate entity. Only 40% of the outcome value is attributed to Suffolk Libraries
- A proportion of the value is subtracted that represents what would have happened anyway, even without any input from Suffolk Libraries. This is called deadweight

The above modifications mean that in the model, using the full value of the financial proxy associated with an outcome is rarely appropriate as it will inevitably be adjusted to account for these other factors. This is discussed more fully in the later section dealing with our calculations of social value.

### A new metric

In this analysis we have explored a new metric for looking at how a local population regards local

services. This is with specific reference to a study that has looked at the value to individuals and communities of library services in England. The economic study – 'More than a good book: Contingent valuation of public library services in England' by Daniel Fujiwara, Ricky N. Lawton and Susana Mourato places a value on the existence of library services for both users and non users. Essentially our impact analysis here goes into more specific detail for users of services, a sample of whom we have made direct contact with. However the element of the Fujiwara et al. study that we have not considered is non use.

The study is based on research around peoples willingness to pay for services. In the case of non use willingness to pay, the rationale is that people gain life quality from the knowledge that certain services are provided in their local area even though they don't use them. In the above study, a sample of 735 non-users were willing to have an increase of £10.30 in annual council tax to see services provided in their area.

We determined that the population in Suffolk that non-use value would apply to is in the region of 532,600 and estimated that 33% of these are aware of library services to begin with. Following on from this we estimated that 25% of this 33% of aware people are likely to be non-users. This would result in 43,940 non-users and social value for this group in the region of £452.5K.

The only reservation we have in applying this metric is if it would distort the final impact results to an extent that would be unhelpful to the main view of how Suffolk Libraries creates social value. However it adds a few pence only to the final value of social return and so has been included as a useful consideration for Suffolk Libraries to update in future iterations with more focussed population figures around the neighbourhoods of the 45 library centres across Suffolk.

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## Section Five: Calculations

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### Adjustments to values

More widely used definitions of social impact relate to the language of outcomes and the value an organisation attaches to the outcomes it creates for stakeholders. In simple terms the definition of social impact is the value of the outcomes that is attributable to your activity or to put it another way – a project's impact can be expressed as the value of outcomes it creates minus the proportion of the outcomes that would happen for stakeholders anyway as well as parts of the outcome that are created by external influences. This is often referred to as the counterfactual element of impact calculations.

Outcomes valuations are therefore adjusted downwards to take account of value that is created but would not be attributable to Suffolk Libraries. Although stakeholders are often keen to give credit to a specific project for the changes to their lives, it is important to recognise other contributing factors. For example, we don't often singularly access one source of support in our professional lives. This can often rely on layers of support through different relationships – not excluding for example support from family and friends or through other external agencies. The outcomes that Suffolk Libraries stakeholders experienced would be informed by a number of sources. It is equally important to recognise stakeholder reports that their changes are determined by the activities they have engaged in with Suffolk Libraries - that the sessions they attended felt unique to them and that the changes they experienced would not easily replicated elsewhere. Nevertheless, where external agency does play some role, impact analysis takes account of other sources that could contribute to the change described in the analysis.

Taking account of counterfactual information is important in accounting for parts of value that are created externally as well as the core element of change that happens solely as a result of the intervention under analysis.

The adjustments to valuations referred to here are categorised into two different areas:

#### Deadweight

This is a measure of the amount of an outcome that would have happened even without the intervention that is the subject of the study - without the work of Suffolk Libraries. The inclusion of counterfactual percentages is important to the integrity of the account to ensure that the value of outcomes not attributable to Suffolk Libraries activities are deducted from the social value claimed. The parlance for expressing deadweight is in the form of the percentage value of outcomes that would take place anyway even without the existence of the Suffolk Libraries activity. For deadweight the rationale is often that there are other services or activities available in the area that would achieve a measure (greater or smaller) of the same outcome.

The deadweight deductions applied in this study vary according to the outcome itself and a mixture of stakeholder feedback and impact practitioner experience from other studies.

For example, outcomes that relate to improved cognitive function or avoided cognitive decline ( in some instances for some stakeholders) through having access to a rich selection of lending resources may have a relatively large deadweight percentage as there are many other sources available giving access to media. In these cases the value reduction was set to 75%. However in other examples like the warm handover work which involves signposting to correct and accurate information elsewhere with outcomes such as getting best expert support, saving time through getting directly to best support solution and hence reducing vulnerability – these outcomes were considered to have a much stronger causal link to the work of Suffolk Libraries and so the value reduction was set at a lower 25% in these cases.

Similarly in the area of specialised groupwork the

## Section Five: Calculations



value reduction was set at 50% taking account of a clear link with the Suffolk Libraries work but recognizing that similar work can exist locally.

Overall, for all outcomes across the whole range of the six categories of activity under study the deadweight range set was between 10% and 75% with each single outcome given consideration.

### Attribution

This is defined as the proportion of each outcome that is partly due to the work of Suffolk Libraries but may be sustained due to different and independent influences. This also deducts a percentage of value to take this into account. Examples relating to different outcomes would include higher percentages where stakeholder changes are less attributable to Suffolk Libraries and include external influences such as the work of other agencies, the wider media or the influence of close family members.

The overall attribution percentages set for outcomes range between 25% and 75% with each outcome again considered in turn. The advantage of this careful approach to tracking the causal link to impact is that the social value finally claimed for the work of Suffolk Libraries is wholly attributable to its activities.

### Outcomes durations

An impact analysis using SROI methodology is normally constructed to isolate a period of investment and consider the future extent of the outcomes resulting from that investment. Occasionally this can be for several years. However, projections must consider the causal relationship to the investment activity and any implications for realistic forward projections.

This analysis looks at the most recent financial year of operation of the services. Outcomes are cited as happening in year one and this relates to the majority of outcomes as they have a strong causal relationship to the original session activity. It is however recognised that some outcomes are seeded by Suffolk Libraries and will grow in the lives of individuals even when they have moved beyond attending activities. The duration of the outcome is of course also impacted by counterfactual considerations as normal. Outcomes durations in this model are set mostly to one year. This is mainly due to the outcomes having a high dependence on activities delivery.

Some exceptions to this one year duration occur for outcomes that are related to skills or abilities that can be seeded by activity and then develop over time without the original activity continuing. These may be supported further by other influences that are taken account of in the model. Where these occur, the outcomes duration has been set to two years. There are no outcomes in the analysis that last beyond two years duration.



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## Materiality exclusions

Often in impact analysis it is tempting to include all possible outcomes for all possible stakeholders including those that have only a tenuous or distant relationship to activities. This can result in overclaiming through inclusion of social value that is not strictly attributable to the organisation under study. One of the eight key principles therefore of impact measurement relates to only including material outcomes.

This involves limiting the analysis via a test. At the outset of this work it was anticipated that we would be making decisions to ensure that what we have included covers all material issues that would have a bearing on the completeness of the study and on anything that would be needed to inform future stakeholder decisions including social investment decisions. Our materiality judgements have been an iterative process. That outcomes are indeed material has been the basis of the exclusion of some of the activity outcomes cited by Suffolk Libraries. The test used for consideration of materiality relate to both the relevance and significance of the outcomes using guidance and checks as follows.

We have determined relevance to be satisfied where one or more of the following criteria apply:

- The outcome is recognised by stakeholders and can be achieved through the activity under analysis
- The outcome is closely consistent with the aims and mission of the project
- The outcome is seen as relevant through the work of peers in a similar field and can be achieved through the activity under analysis
- The outcome is relevant to societal norms and it can be achieved through the activity under analysis
- The outcome creates at least short-term financial impact

Outcomes that are included on grounds of relevance are further subjected to a significance test. This relates to the final value of those outcomes being significant enough to influence decisions and actions.

The main exclusions of outcomes that did not meet the materiality test are as follows:

Activity	Stakeholders	Potential outcomes	Relevance	Significance
Dolly Parton Imagination Library	Children	Increased reading skills /interests	Low level link to Suffolk Libraries activity – run by external organisation	Low financial value
Hosting local information	Mainly Adults	Access to accurate information	Little active inputs / outputs from Suffolk Libraries to create impact	
District Council information desks	Mainly Adults	Increase access to accurate and timely information	Any value mostly attributable to delivery by external body	Outcomes achieved low financial value
Tourism leaflets	Mainly Adults	Recreational activities	No SL inputs / outputs beyond displaying leaflets	
Will writing and Care Support	Mainly Adults	Access to services by external provider	Low Suffolk Libraries inputs / outputs	
Public consultations	Mainly Adults	Responsible citizenship activities	Low Suffolk Libraries inputs / outputs	

# Section Five: Calculations



## Cost of creating outcomes

Establishing social value as a social return on investment requires the identification and costing of everything that is viewed as the investment in the activity. Essentially all input resources require valuation if in their absence, the desired outcomes would not take place. The costs of running all the library activities included in this analysis have been provided by finance and management staff at Suffolk Libraries. They have worked diligently to identify the overall investment in activities for the financial year ending March 2022; not only the significant costs such as salaries, overheads, resource costs and management costs but also an estimate of the costs of volunteering inputs where volunteering efforts are crucial to the achievement of social value outcomes.

Separate costs have been identified and where necessary allocated by Suffolk Libraries to each of the six sub-categories of activity. The financial information is of course required to enable the calculation of the social value returns that form the core results of the analysis. Where a few activities have been run by Suffolk Libraries but in association with staff members from partner agencies, the partner costs have been calculated and included. Outside of commissioning income, there is little other income although where friends groups have raised income to support certain activities, this has been deducted from the overall costs required to create outcomes.

Typical costs that are brought together to represent the total investment fall into sub-headings as follows:

Salaries
On costs
Set up salaries
On Costs
Buildings overheads

Resources
Refreshments
Digital support
Training
Management
Volunteer hours
External costs (partner staff)
External volunteer hours
Any relevant income against costs deducted

For the six main categories under study the costs are reported as follows and relate to the financial year April 2021 to March 2022.

Groups, clubs and activities	£2,393,418
Lending resources, guidance, information	£1,601,313
Access to IT support	£915,092
Space provision, hosted services	£310,651
Talks, walks, performances, hosted events	£1,122,525
Friends groups and volunteering activities	£460,131
<b>TOTAL INVESTMENT</b>	<b>£6,803,130</b>

## Quantities of outcomes

Careful consideration has been given to not just the outcomes and who experiences them but also the likely quantities of stakeholders experiencing each outcome. The modelling does not assume that all

# Section Five: Calculations



members of a stakeholder group will experience all outcomes. Consequently determination has been made by a combination of asking stakeholders through a survey, practitioner experience of similar groups experiencing similar outcomes in other studies, as well as the quantities data provided for the previous Suffolk Libraries study. A triangulation of these three sources of data and information have been used to arrive at figures for this study.

In addition some account is taken for the extent of any given outcome experienced by a stakeholder group. This is included in financial proxy considerations in which valuations are adjusted to take account of the likely extent of the outcome for a particular group.

The following is an account of the survey results that were undertaken with survey design based on initial data from early focus group engagements.

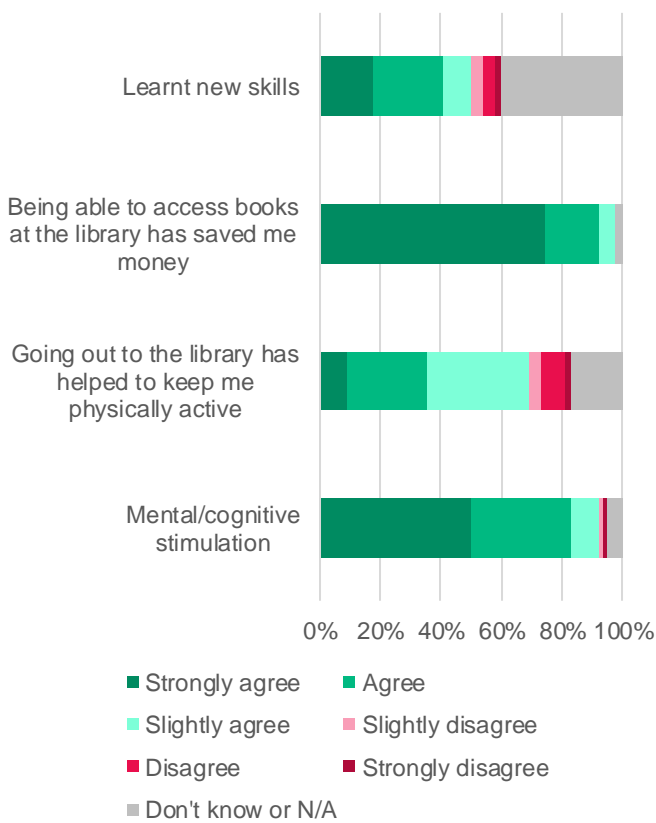
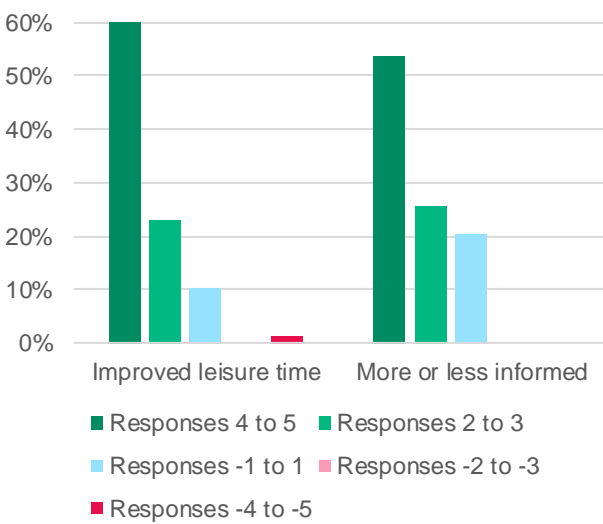
## About the respondents

There were 88 responses in total to the survey, with 83% from people aged 55 and over, meaning there is a bias towards older people in the results. Around 37 different libraries were represented in the data, with most responses coming from people who regularly go to Ipswich and Bury St Edmunds libraries. In terms of regularity, 73% of respondents went to the library 1-4 times per month. The survey asked questions about two key areas of Suffolk Libraries activity, included in Activity Categories 2 and 4. The results are set out below.

## Area one: Lending resources, guidance, information and signposting

### Borrowing books, magazines and newspapers

Questions were asked in the survey about outcomes that people felt they had experienced as a result of borrowing books, magazines and newspapers. The charts below show the results:

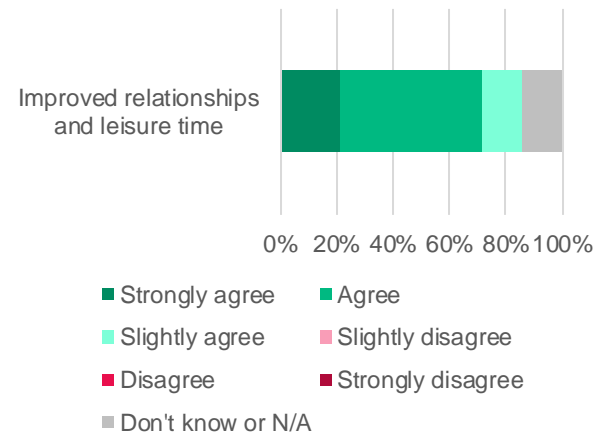


These charts show that reduced costs, and improved mental and cognitive stimulation, are common outcomes for people who borrow books alongside improved leisure time and a feeling of being more informed.

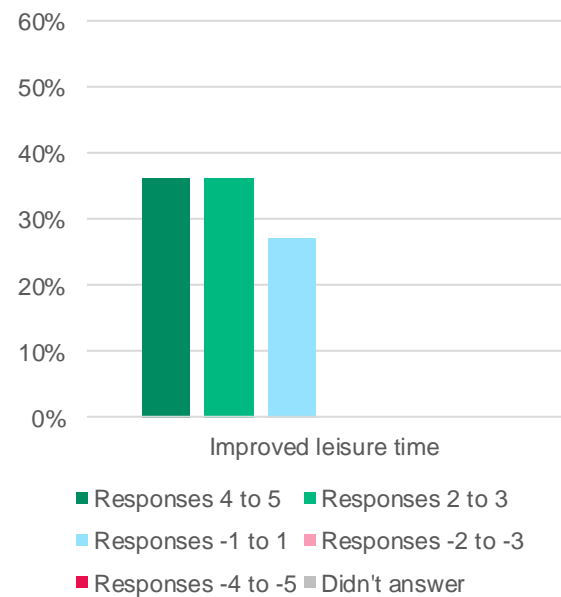
# Section Five: Calculations



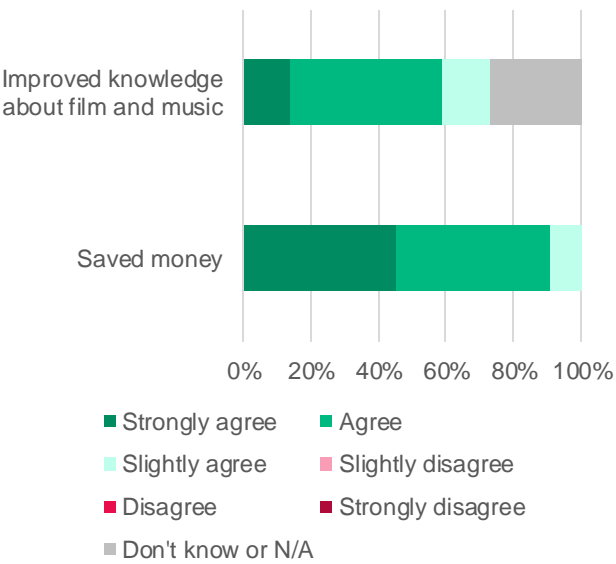
People were also asked about whether being able to borrow books and read them with children or other family members at home had contributed to familial relationships, with a high percentage reporting that this was the case:



## Borrowing music and film

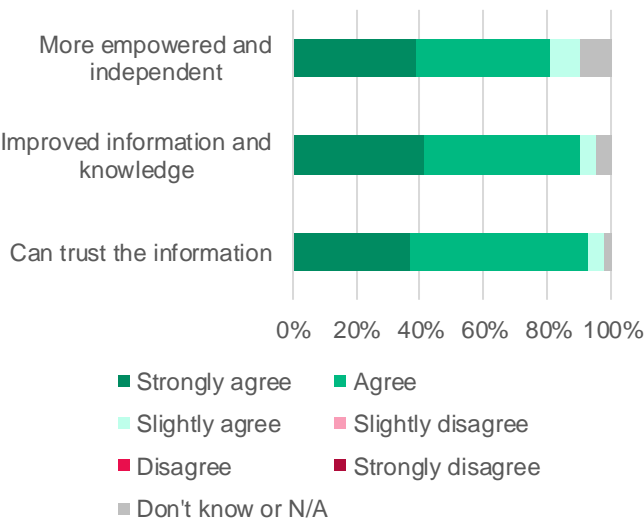


Respondents were also asked about outcomes that they experienced through borrowing music and films from Suffolk Libraries. The charts below show the responses. The most commonly reported outcomes are those relating to saved cost, which is not significant given household's current economic situation.



## Signposting or information

Outcomes feedback regarding signposting is shown on the chart below:



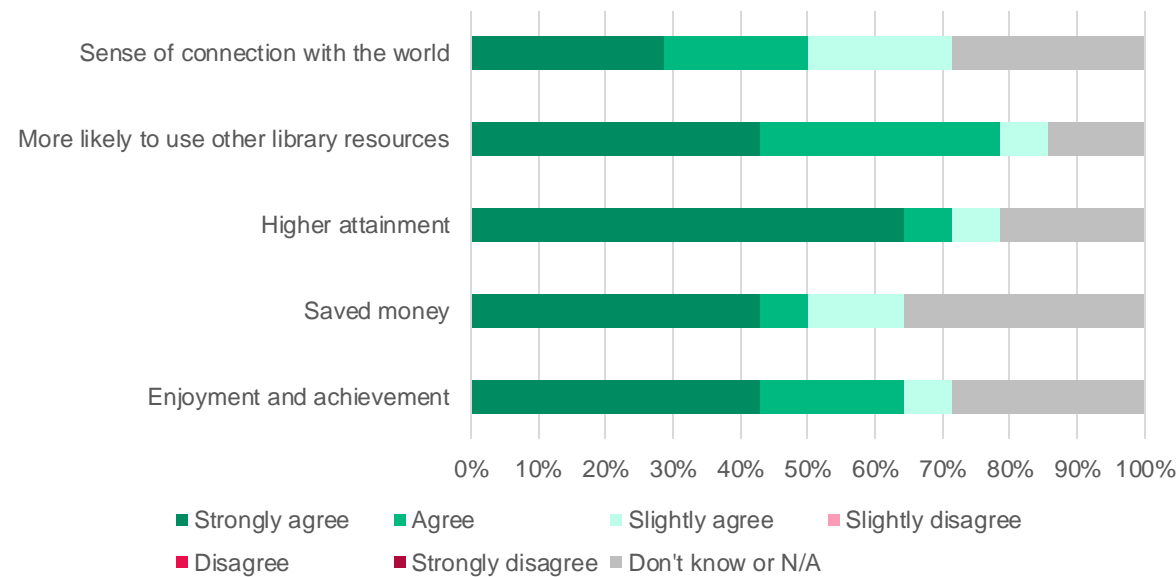
Clearly, trustworthiness is a very important property of information found through the library service, and many people value the library as a source of information and knowledge. Also interesting here is the proportion of people who report feeling more empowered and independent as a result of having the library service available to them to provide information.



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## Research or family history

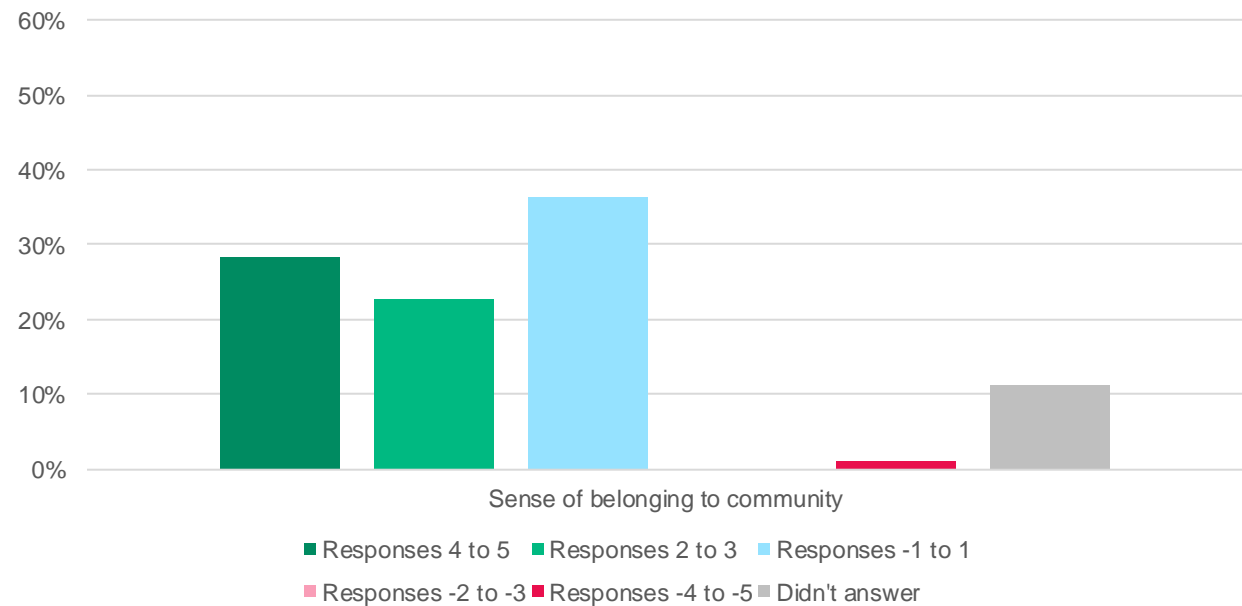


Using the library for research or family history activities has meant for many that people are more likely to use other aspects of the library, such as social groups or general book borrowing.

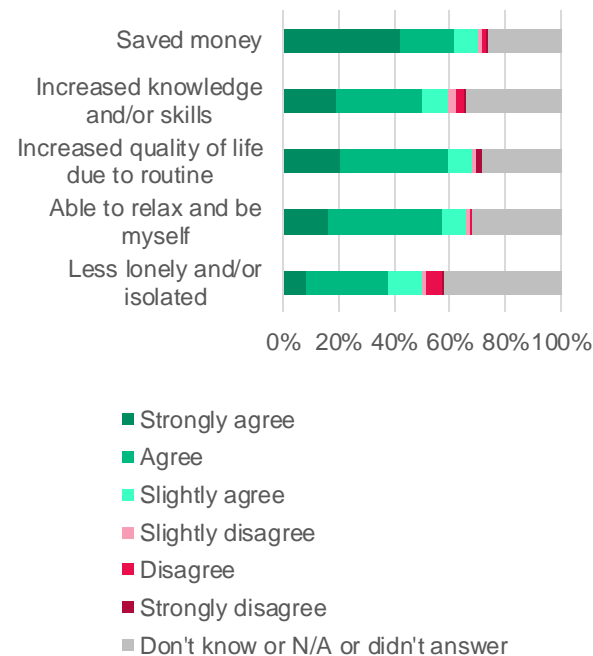
## Area Two: Space provision and hosted services

### Spending time in the library, either by oneself or with others

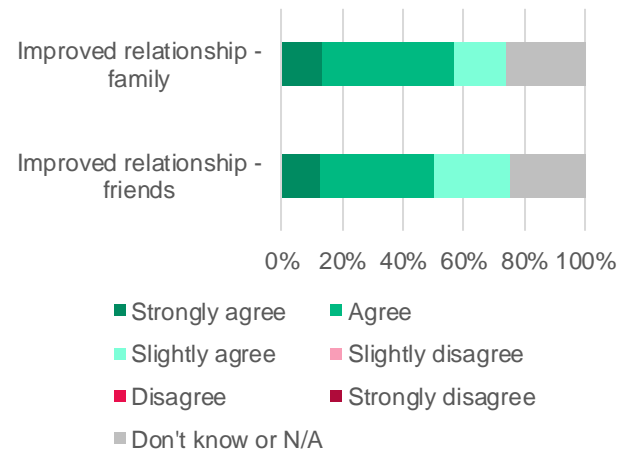
Outcomes experienced due to being able to spend time in the library are below, with more commonly experienced outcomes including an increased quality of life, stronger sense of belonging to local community, and saved money due to having somewhere to spend time that doesn't require spending money:



# Section Five: Calculations



And for those who spend time in the library with friends or family, there was a feeling that it improved their relationship somewhat, being able to share a community space as and when they wanted to, such as going after school with children, or meeting up before a social group that two friends were attending together:



## Work or study

Libraries have always been popular as a quiet place to work. The numbers of people experiencing outcomes in this category are below:



## How are these numbers used in the model?

As noted above, there is a bias of this data towards older people, and people who visit the library 1-4 times per month. It is therefore logical that the average stakeholder would experience less change than those involved in the survey. The survey results were therefore modified and reduced in order to reflect a closer estimate of the actual quantities of stakeholders experiencing change.

As a note about methodology, on the numerical scale, positive responses were only counted as 2 to 5. On the Likert scale, positive responses were only counted as agree and strongly agree, to avoid overclaiming.

## How social value is calculated

A major part of this analysis has involved identifying outcomes that are evidenced by the data we have been able to access and putting a monetary value on these. The latter is important as is the identification of the cost of creating outcomes (the investment) in calculating the social return. This is determined by dividing the outcomes value by the investment costs to arrive at a ratio of return. In this study, the ratio of return is a net amount – the return social value minus the investment cost.

Social value = 
$$\frac{\text{The adjusted value of outcomes}}{\text{The cost of creating outcomes}}$$

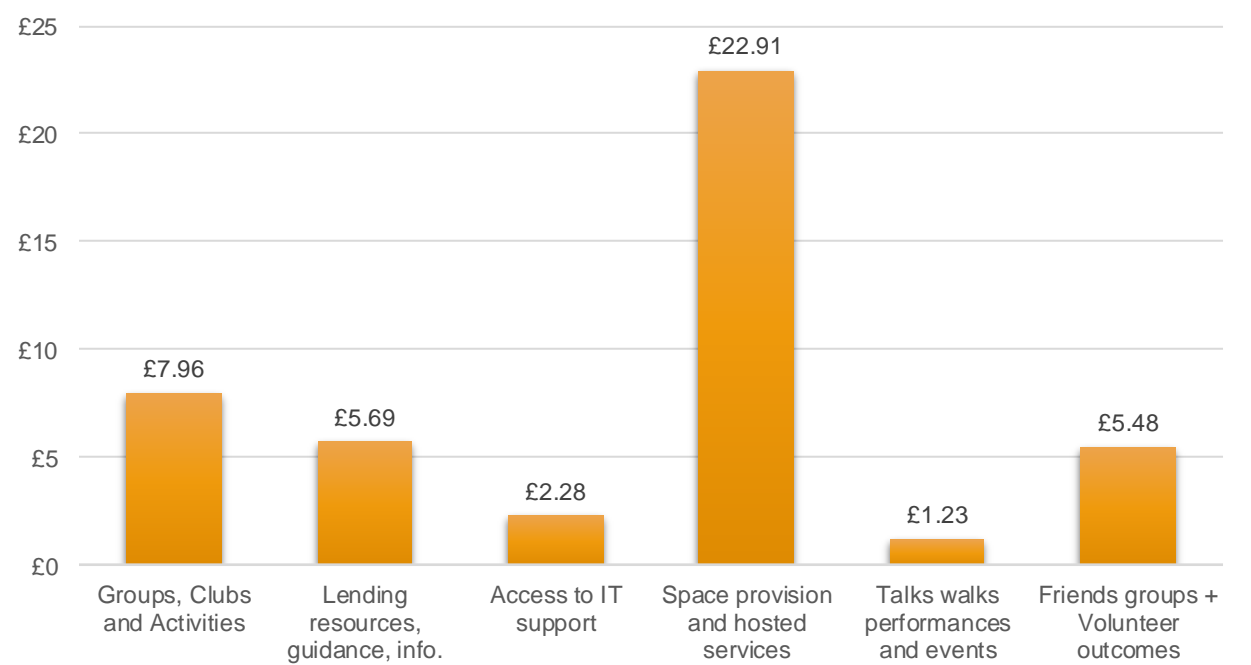
# Section Five: Calculations



## Key results

A separate calculation has been performed for each of the six sub-categories of activity included in the analysis. The SROI results are as follows:

	Added Social Value	Investment	Net SROI
Groups, Clubs and Activities	£19,047,030.72	£2,393,418.00	£1 : £7.96
Lending resources, guidance, information	£9,104,080.58	£1,601,313.00	£1 : £5.69
Access to IT support	£2,090,459.80	£915,092.00	£1 : £2.28
Space provision and hosted services	£7,116,947.13	£310,651.00	£1 : £22.91
Talks walks performances and events	£1,385,185.04	£1,122,525.00	£1 : £1.23
Friends groups + Volunteer outcomes	£2,521,302.09	£460,131.00	£1 : £5.48
All combined activities	£41,265,005.37	£6,803,130.00	£1 : £6.07

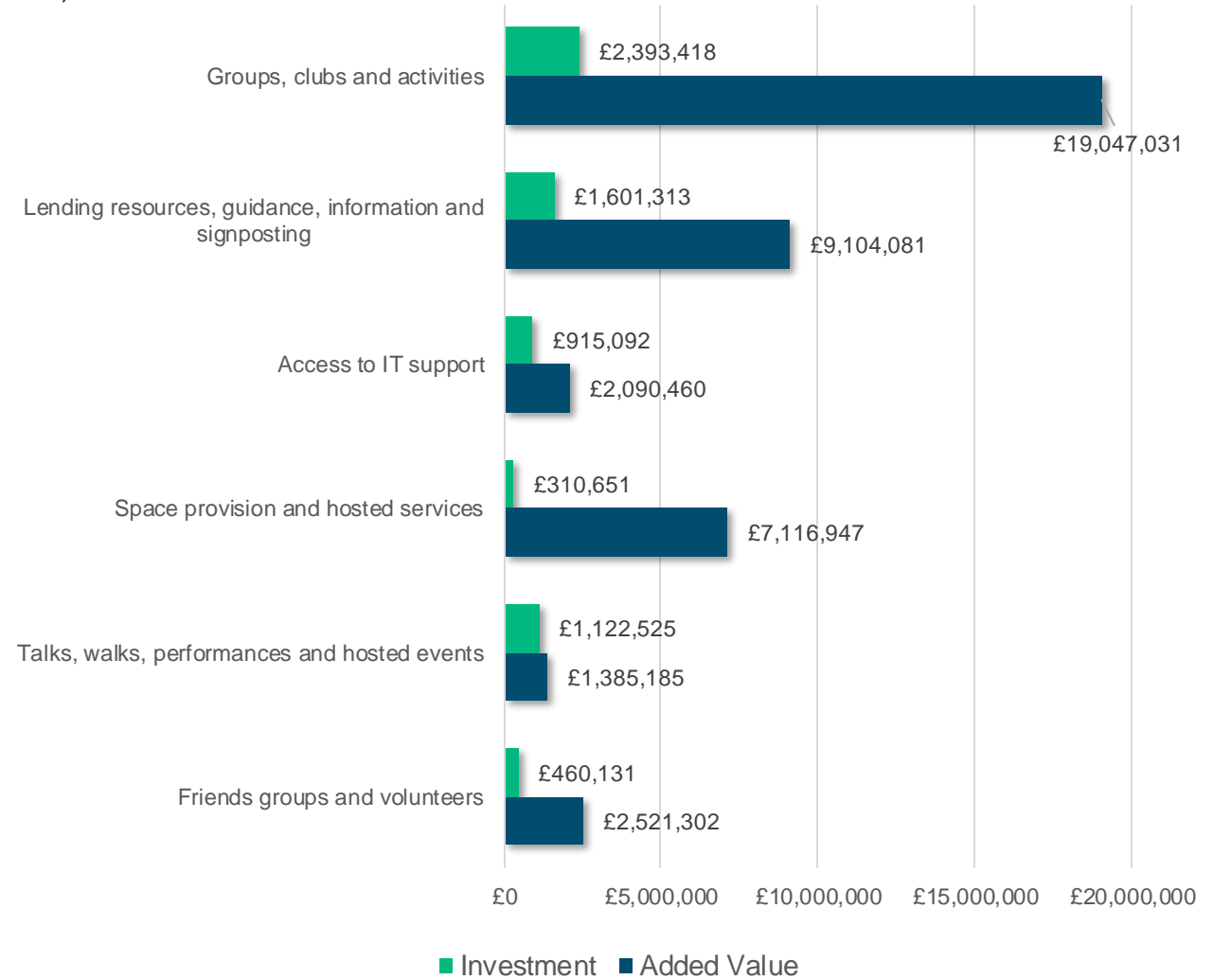


# Section Five: Calculations

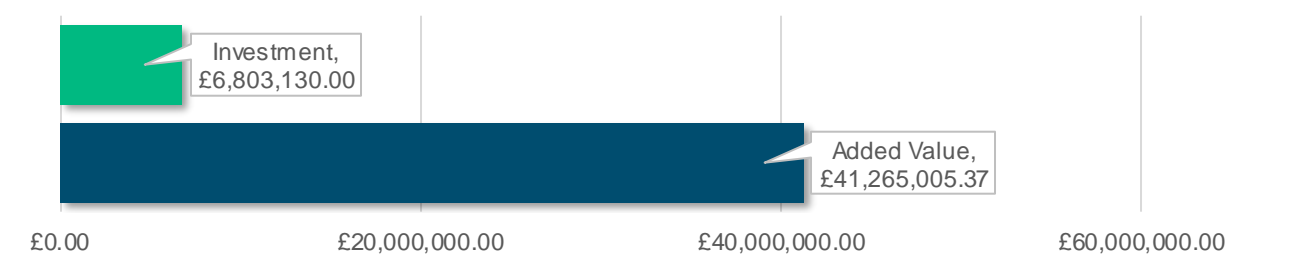


The overall combined SROI is not an average of the other areas as such but a total of all costs divided into a total of all outcomes across the six areas. This results in an overall ratio reflecting the full activities of Suffolk Libraries with the exception of their prison work. The ratio of £1:£6.07 shows that in this particular modelling the organisation returns just over £6 in social value for every £1 of organisational cost.

The following tables show the added value (the social value less investment costs for each of the six main areas):



## SROI overall



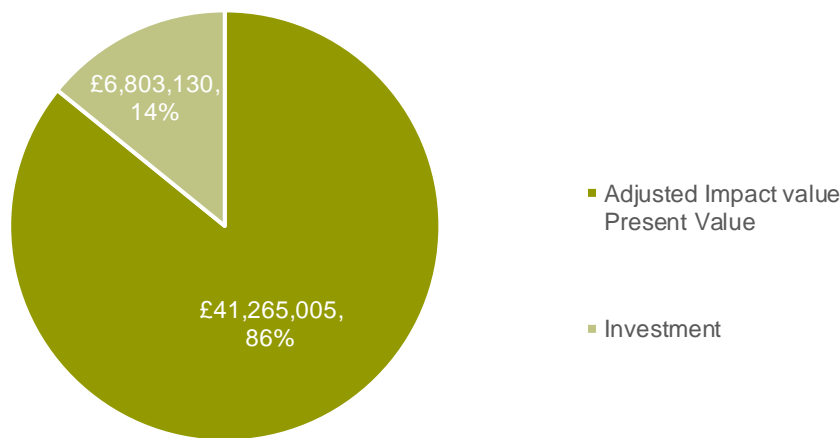


# Section Five: Calculations



For each of the main activities the above charts provide a visual representation of the degree of added value against the investment in each particular area. It can be seen that each area adds very considerable social value with the exception of 'Talks, walks, performances and hosted events' where the investment is at a higher ratio compared against the other areas.

The result overall combines all investments and social value totals to provide a very notable final result.



The following chart shows the total present value of the impact achieved and finally the impact less the investment. Present Value is used to account for the reducing value of money projected into the future (as some element of the outcomes values last beyond the time of the activities themselves) as well as accounting for elements of risk to an investment if that investment was made elsewhere and not with Suffolk Libraries. Government guidance on investments sourced from public funds set the discount factor to be used at 3.5% and this amount has been applied:



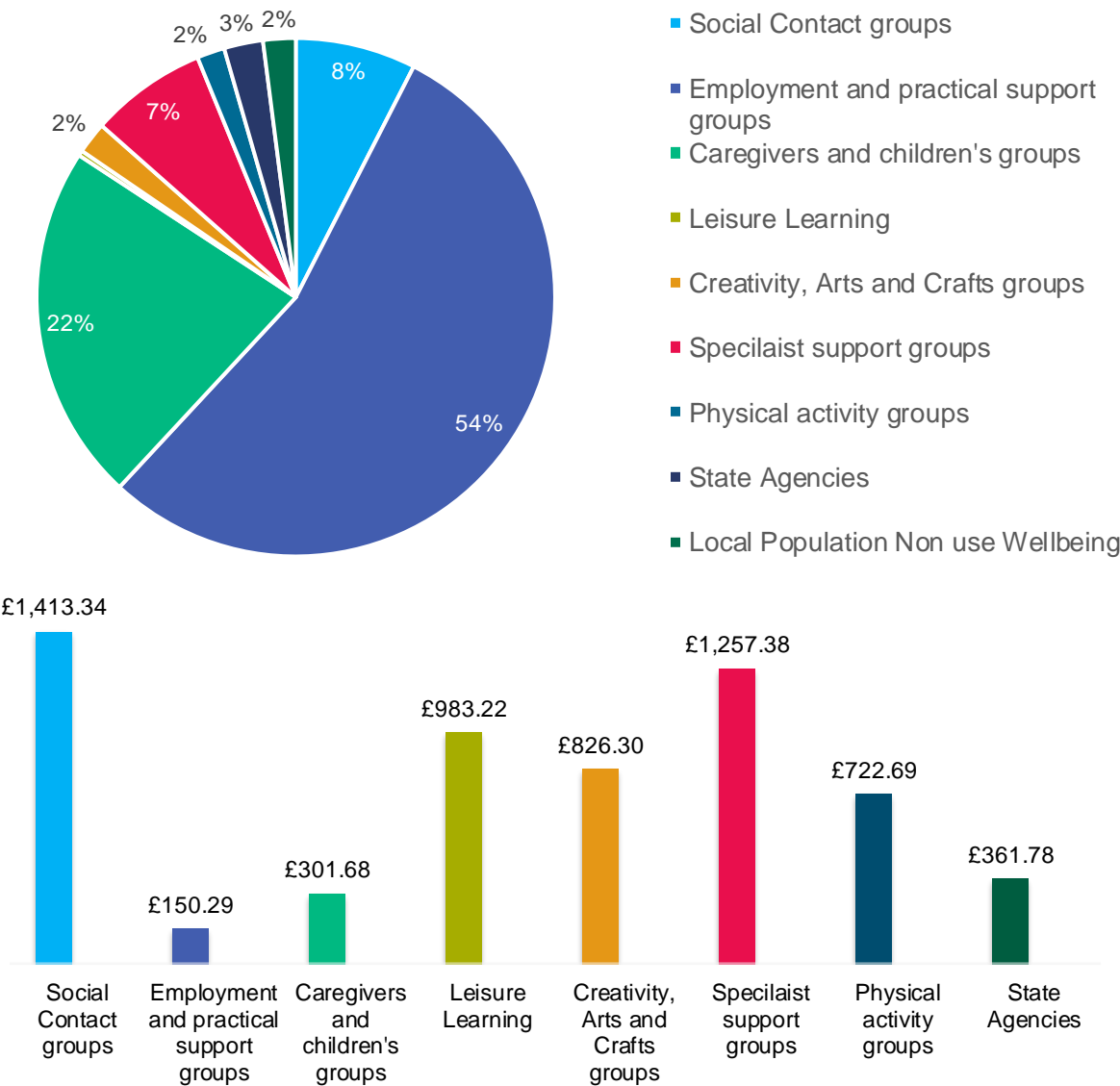
# Section Five: Calculations



## Overall Stakeholder share and share per head

One of the advantages of the monetisation of outcomes is the ability to gain a more detailed insight into where value is being maximised and where it could be improved. One such area is the view of the share of social value experienced through the outcomes for different stakeholder groups. Learning is further enhanced by an analysis of stakeholder value per head which takes account of the fact that stakeholder groups are different sizes of membership. The following charts show stakeholder values across the main activities:

Groups Clubs and Activities



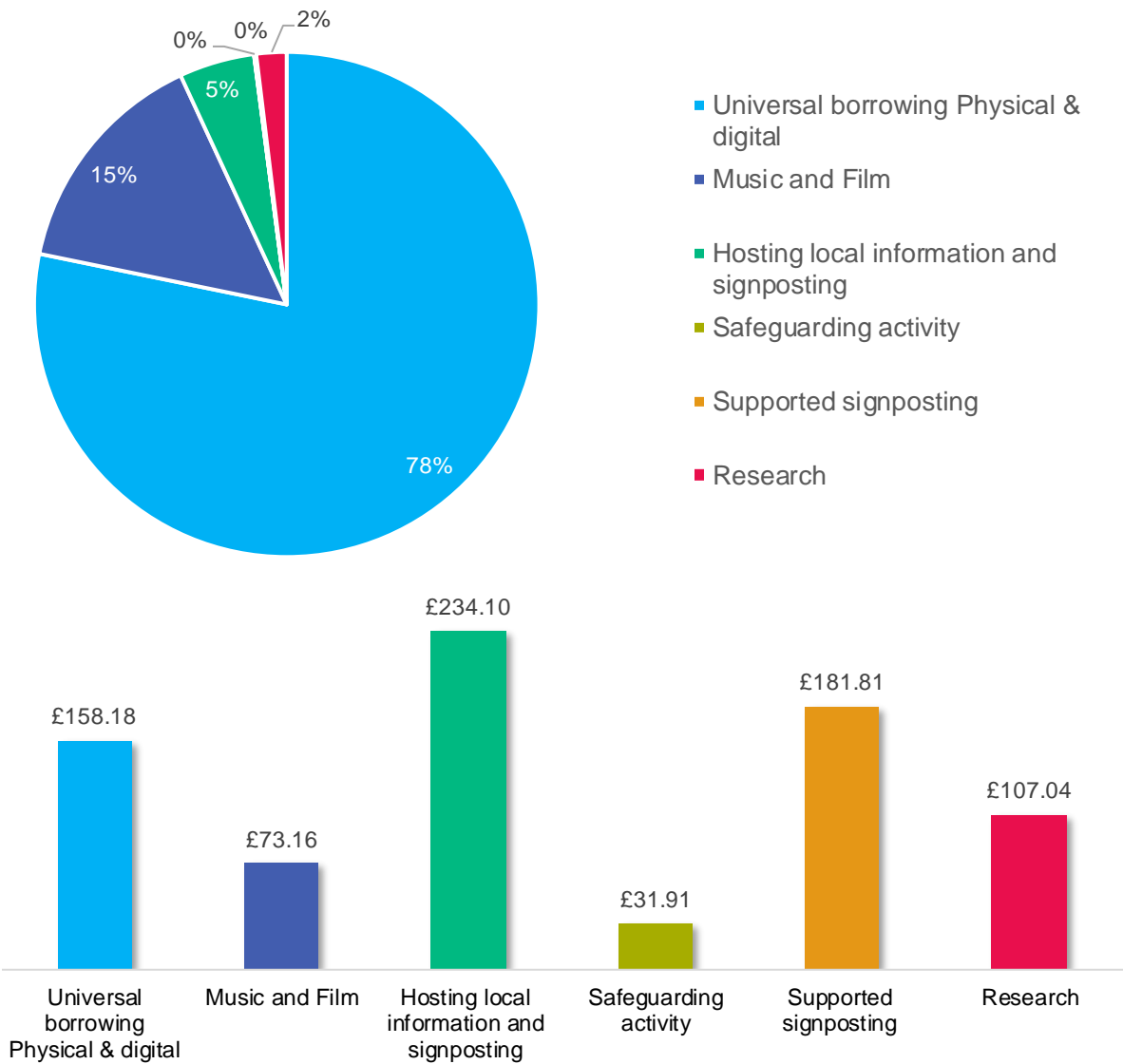
A combination of the above overall stakeholder values and value per head demonstrates for example that while those engaging in social contact groups work share 8% of the social value created, the value created for

# Section Five: Calculations



individuals who engage with social contact groups is the highest at £1,413.34. A similar situation exists for specialist support groups while in contrast, Employment and Practical Support groups have 54% of overall value but a relatively lower individual value of £150.29 due to the very high numbers who access these activities.

## Lending resources, guidance, information and signposting



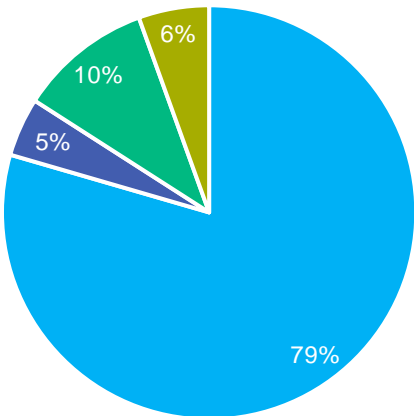
Of note from the above charts is the huge value created through the universal borrowing activity – the traditional role we think of our libraries performing. The value is high due to the sheer numbers using the service. However, more and more libraries are becoming a central hub to meet a range of community needs and it is no accident that safeguarding appears here as an activity though by necessity will be operated at low key. The largest share of value per head here £234.10 is the element of signposting people in need to other support services – usually though not always these are older people who through warm handover (a more co-

# Section Five: Calculations

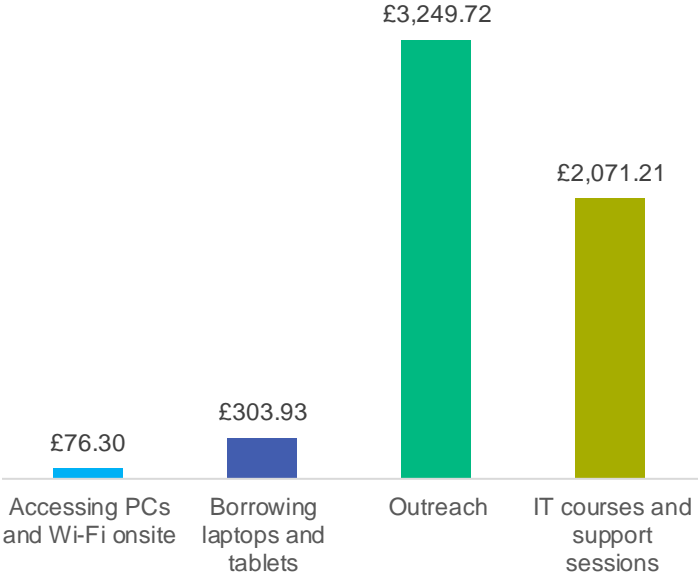


ordinated and integrated signposting service) get quicker access to accurate and clear support and the higher value per head represents outcomes for those who are more vulnerable.

## Access to IT support

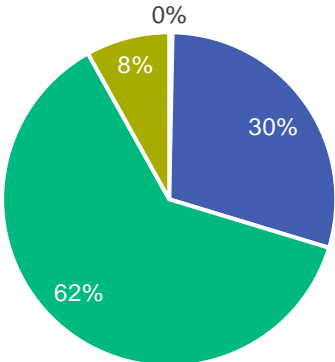


- Accessing PCs and Wi-Fi onsite
- Borrowing laptops and tablets
- Outreach
- IT courses and support sessions

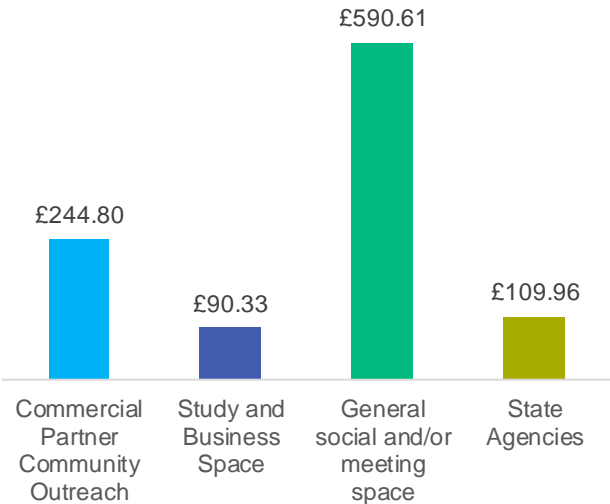


IT plays a major role in everyone's life and this area of the work makes technology available at libraries but also includes services that bring technology out to different neighbourhoods to those who can't easily access it. Higher outreach values in both charts (42% outreach and £3,249.72 individual value) reflect the vitality and effectiveness of a more mobile outreach service closely followed by a high individual social value for those accessing IT courses and help with IT issues (£2,071.21).

## Space provision and hosted services



- Commercial Partner Community Outreach
- Study and Business Space
- General social and/or meeting space
- State Agencies



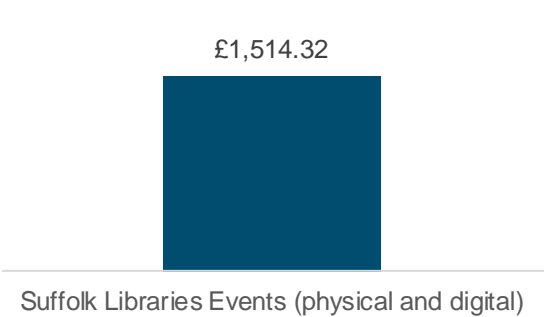


# Section Five: Calculations



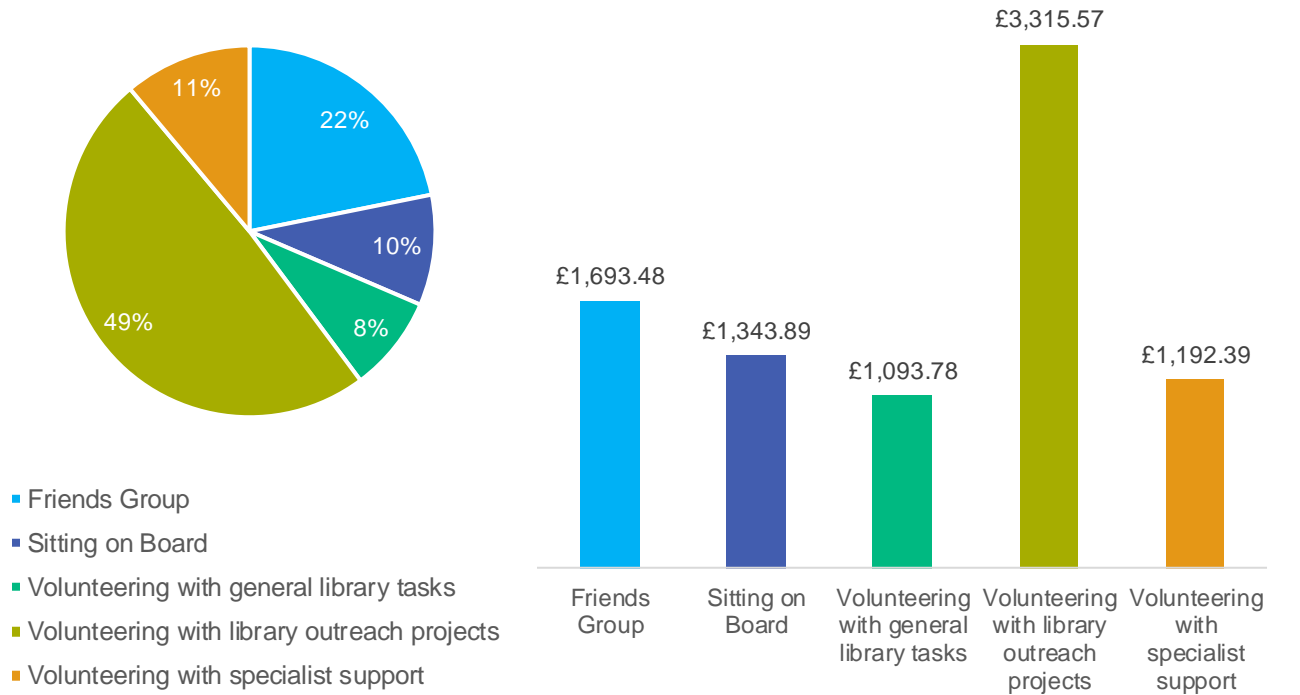
The higher share of values here demonstrates the engagement of people in social type activities and the individual share value of £590.61 reflects outcomes for people such as reduced social loneliness, increased social circle / friendships and reduced isolation resulting from the provision of open and warm places for mainly older people to engage with others.

## Talks, walks, performances and hosted events



This is a singular activity hence the share per head chart only. The amount per head reflects outcomes for adults mainly in the area of reduced social isolation, improved social connections, increased exposure to social and cultural events and improved life quality through attending such events. Not least for some is a certain amount of financial savings through attending free or low-cost activities.

## Friends groups and Volunteering outcomes across activities



An important part of the governance support of the libraries is the support provided to individual library sites through Friends groups. Volunteering generally creates social value across the libraries but by far the greater value is created through volunteer involvement in library outreach projects. Outcomes that feature mostly in this area are to do with feeling more valued, satisfaction from contributing something back to the community, improved self-esteem and improved mental health.

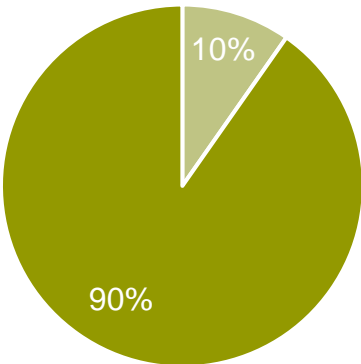
# Section Five: Calculations



## Outcomes values by duration (years)

In this study, most outcomes as previously discussed are considered to last one year during exposure to the activity on a regular basis. Some outcomes however can begin during the first year of activity but continue longer as the individual perhaps continues skills or new learning or continues for example to gain in confidence and do new things. The following chart shows the proportion of outcomes that last for one year and those that continue on, lasting for two years in total.

Most of the value clearly transpires in the first year with 10% lasting for two years. This underlines the importance of the causal link with Suffolk Libraries activities and the need for continuity of services otherwise 90% of the social benefits would end if the library ceased to function. This was clearly demonstrable during the Covid 19 pandemic when some services had to be re-designed on an outreach basis, but a considerable number ceased to function for a period.



- Additional values after 2 year duration (PV)
- Outcomes values after 1 year duration (PV)

## Sensitivity

The modelling of impact is firmly based on data available, nevertheless future gathering of data where, for example, numbers of users have had to be estimated by Suffolk Libraries can always improve the quality of data

One area of potential sensitivity – a test to determine if a variation on estimates may impact on the result significantly – is the numbers of people accessing website resources provided by Suffolk Libraries and experiencing the outcomes that result from access. We tested sensitivity by reducing the numbers benefitting from accessing website resources with results as follows:

Area	Outputs	Baseline result	Change SROI	Overall SROI
Use of website resources	41,000 Teenagers, Adults, Older people	£7.96	n/a	£6.07
Use of website resources	Reduce to 35,000	£7.96	£7.94	£6.06
Use of website resources	Reduce to 50% - 20,500	£7.96	£7.90	£6.05

# Section Five: Calculations



We can see from this that overall social value is altered very little with the above adjustments and so the area is not deemed to be sensitive in a way that would distort results either within the activity category or overall.

A further area considered worth testing was the high value areas of Ad Hoc Employment Support for both adults and older people, resulting in £6.2M and £4.7M social value, respectively. The following is the sensitivity result for these services and is tending to show some sensitivity and could therefore benefit from further data exploration in a later iteration of the modelling.

Area	Outputs	Baseline result	Change SROI	Overall SROI
Ad hoc employment support- adults	21,000 adults	£7.96		£6.07
Ad hoc employment support- adults	Reduce to 15,000	£7.96	£6.52	£5.56
Ad hoc employment support– older people	16,000 Older people			
Ad hoc employment support– older people	Reduce to 10,000			

A final area of testing was the high value outcome of people accessing IT equipment based in libraries – again due to the high use. The sensitivity result was as follows:

Area	Outputs	Baseline result	Change SROI	Overall SROI
Public PCs used by Teenagers, adults and older people	22,000 people	£2.28		£6.07
Public PCs used by Teenagers, adults and older people	Reduce to 15,000	£2.28	£1.49	£5.96

The above area was considered to have some sensitivity within the activity category and may benefit from future review , however sensitivity to the result was negligible.

# Section Six: Analysis



There are a number of points that are worthy of note when we explore the impact mapping of the different areas of Suffolk Libraries activity.

Suffolk Libraries work with **groups, clubs and other activities** evidences an area of high return (nearly £8 for every £1 invested) but also relatively high investment so the inevitable question arises around whether the investment is worthwhile or indeed the same outcomes could be achieved for less. The main input areas are the costs of salaries and management costs that can not be altered significantly without loss to social value outcomes but nevertheless should always be monitored and kept under review.

The payoff here in terms of social value created lies in areas that are core to the social aims of the organisation. High value return here is for example the work with older people in groups such as Knit & Natter and Top Time groups which combat social

isolation, engender increased social confidence and lead to improved life quality and better cognitive health.

Services used by high numbers of people and consequently result in high social value include ad hoc employment support for adults and indeed older people as well. The latter may reflect people who are still very active and equally wishing to be economically active. The range of employment support outcomes include the development of IT skills, increased employability skills and increasing business acumen in specialist services for women. The use of Suffolk Libraries website resources is a high value area.

At the other end of the age spectrum are the services targeting babies, children and their parents, those parents experiencing some social isolation while caring for pre-school age children. Providing very young children with an environment in which they





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## Section Six: Analysis

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can socialise with others their age, develop wider social skills that they would not have the same opportunity to do at home and accessing learning and development outcomes are high valued compared to other outcomes in this area of the work. Young parents have access to help with child issues and emotional support around dealing with anxiety around their own child's development.

The summer reading challenge in which children are encouraged to continue reading abilities over the summer period when out of school also sits out as a high value area of the work although the value of individual outcomes is relatively modest, the sheer numbers engaged in the activity boosts the social return.

As was evidenced in the previous study, the Open Space work with people who are experiencing mental health issues provides support to a group of adults with higher needs. Post pandemic this work has again reached peaks of high value in outcomes such as tackling isolation, improving self-esteem and through support of others in a similar situation, gaining better awareness of self and improving coping skills. Despite the fact that costs are higher especially with partner agency costs also taken into account, this area of the work is very efficient financially. Not least are the outcomes created for family members of Open Space users creating value in areas such as reduced worry about loved ones and the increasing levels of well-being resulting from knowing that they are engaging in and benefitting from supportive activity in a multi-agency setting hosted by the library.

Where Suffolk Libraries is providing support to more vulnerable people, there is an advantage to state agencies who otherwise would have to step in to provide care and support. This analysis identifies social value in the form of resources that do not have to be deployed by the NHS for services not required in an already much pressed public service.

Value created for NHS includes outcomes like fewer

GP services, fewer out patient visits and fewer mental health assessments as a result of Suffolk Libraries work and in one year totalling £542.3K

The **lending resources** section of Suffolk Libraries work also requires quite a high investment but shows a similarly good return as the Groups and Clubs work - £5.69 for every £1 invested. Costs are high with nearly £1M going into renewing lending resources in the last financial year but very significant value is returned particularly for older isolated people (and other isolated individuals) who are not able to travel to libraries but are able to access the mobile library service. This area creates just over £4M in value through people engaging with different media, enjoying reading, avoided cognitive decline, more fulfilled leisure time use, increased local and world knowledge and also the avoided cost of purchasing books, magazines and other media.

In terms of other groups of users of library services high value is created for adults and younger people experiencing outcomes similar to the above - over £1.6M through having library access to digital media.

**Access to IT support** is an area that provides lower return (£2.28 for every £1) than the first two areas but equally requires lower investment. The highest value outcomes in this area are around the use of IT based in the library by teenagers, adults and older people. Some 11,000 people are able to increase social and family engagement in distance relationships by maintaining connections and reducing isolation. The financial well-being value of having access to the internet is high.

In **Space Provision** work, the investment requirement is lower than other areas largely because library space already exists and recurrent costs are low. Over half the cost here is management cost and the allocation of this might be further explored by Suffolk Libraries High value outcomes are around the need for quiet, warm reliable study and meeting space, the latter particularly important to adults and older people with some £3.7M value in

## Section Six: Analysis



outcomes around skills attainment, focus on efficient study time, quality of life, and again for developing wider social networks increases in quality time spent and engendered feelings of acceptance and psychological safety to be congruent and oneself because of the open and non-judgmental atmosphere and culture provided by both the library space and staff. The return here is massive, again largely due to much lower costs but with an adjusted social value of over £7M the return is nearly £23 for every £1 invested.

Of the six main areas of work, **talks, performances and other hosted events** showed the lowest return - £1.23 for every £1 invested. This is still a positive return but the obvious question that arises is whether the investment justifies the return. The key factor here is that the range of activities across the county in this area of the work actually acts as a major draw to get people in and through to other parts of the library service. As a seeding activity the investment of £1.1M is substantial but over £2MN is seen in social value through mainly adults attending events.

Finally, volunteering activity denoted here as **Friends groups and volunteering** outcomes plays a hugely important role in helping the libraries in Suffolk to function smoothly and efficiently with volunteers working closely with a skilled staff group who can be justly very proud of what is being achieved.

The Friends groups function to support local governance of libraries with a fundraising role and input to policy and programming of local activities. Investment in volunteering is relatively low so as in many volunteering situations, the outcomes are very efficient and high value is seen in outcomes like positive motivation, feeling valued, ownership, feeling of giving something back to the community and a routine and purpose which leads to improved life quality – some £1.01M in created social value. Against investment, the social return here is £5.48 for every £1 invested.

Outcomes in this area of the work don't only accrue

to volunteers themselves, there are some important areas of service delivery that would not take place and would not therefore lead to social outcomes without volunteers taking a major role in delivery. One such area is the befriending service (Phone a Friend) aimed at isolated older people. Outcomes for older people participants include feeling cared about, valued, reduced loneliness, reduced anxiety, feelings of respite and feeling better able to be connected to the community via regular contact with the library. Social value created for the group in this single service is £199K

From all the above areas the impact analysis can highlight differences of levels of outcomes between different groups as can be seen in earlier stakeholder share charts and those pertaining to value per head.



# Section Six: Analysis



The following table shows the groups with the biggest share of value and in a sense, where higher values occur in both columns, these are the areas that should be protected at all costs should Suffolk Libraries have to face radically reduced funding in the near future:

Activity area	Activity	Value share %	Value per head
Groups, clubs and activities	Social contact groups	8%	£1413
	Employment and practical support	54%	£150
	Caregivers and children’s groups	22%	£301
	Specialist support groups	7%	£1,257
Lending resources, guidance, information and signposting	Universal borrowing physical and digital	78%	£158
	Music and film	15%	£73
	Hosting info and signposting	5%	£234
Access to IT support	Borrowing laptops and tablets	18%	£303
	Outreach	42%	£3,249
	IT courses and support sessions	22%	£2,071
Space provision and hosted services	Study and business space	30%	£90
	General social / meeting space	62%	£590
	State agencies	8%	£109
Talks, walks, performances and hosted events	Hosted events	N/A	£1,514
Friends groups and volunteer outcomes	Friends group	22%	£1,693
	Sitting on Board	10%	£1,343
	Volunteering general library tasks	8%	£1,093
	Volunteering outreach projects	49%	£3,315
	Volunteering in specialist support delivery	11%	£1,129

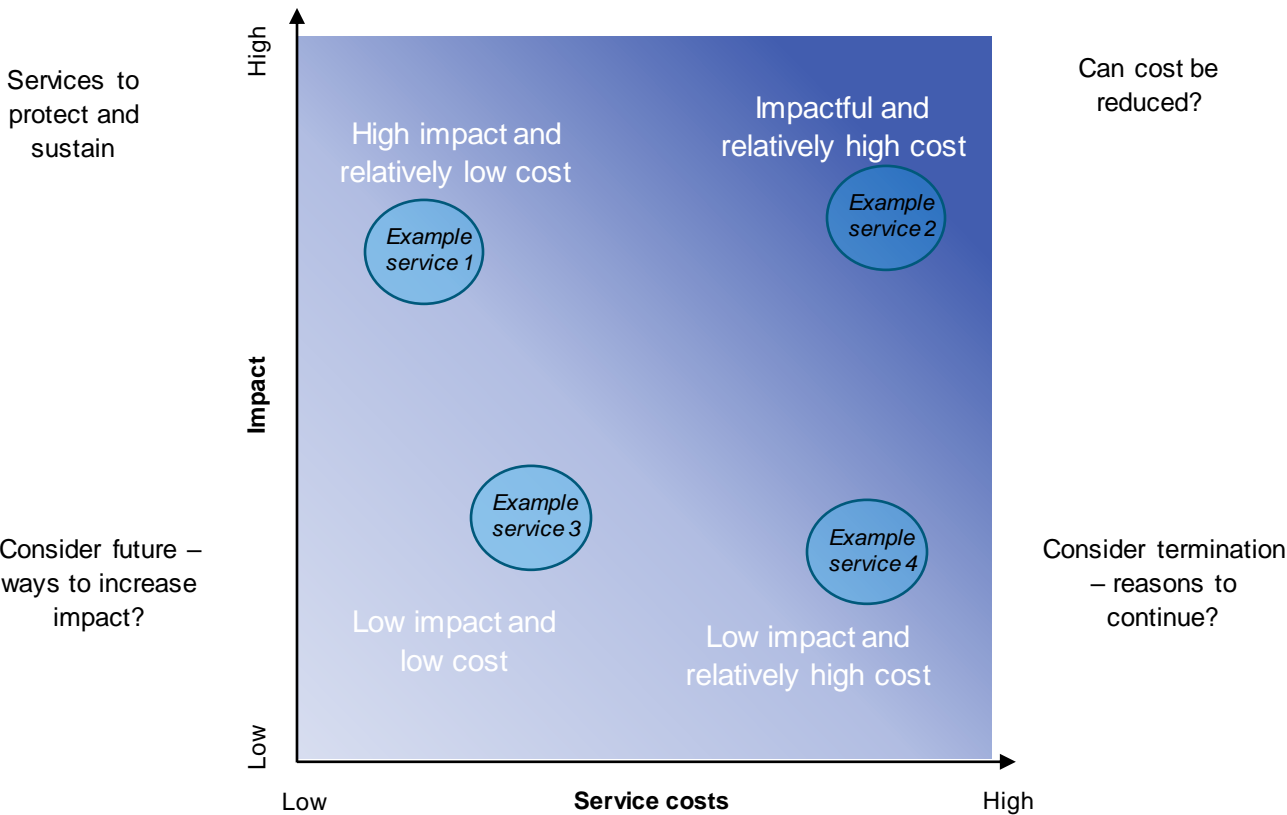
The impact study which breaks down value, where it occurs and for whom is a useful strategic tool. Management decisions such as where higher value items accrue and whether further investment will further increase social value return is just one consideration.

A further area of important strategic consideration is the interface between Suffolk Libraries costs and degree of impact. This could be considered first of all across those services that evidence high impact and whether they are high or lower cost or indeed whether impact can be sustained / increased and or costs lowered.

# Section Six: Analysis



A visual representation of this might be as follows:



In the process represented above, a strategic view of the future of services can be considered in relation to the interface between costs and impact. Each elliptical shape represents a service and is placed according to level of impact and cost. All services should aim to evolve to the top left quadrant. Where impact is low and costs are low consideration can be given to potential ways to increase impact. Similarly, where impact is high but costs are high, then the management consideration is around the reduction of cost without a major loss of impact. Finally, the bottom right quadrant will be an area requiring attention and change should be considered unless there is very good reason to continue as is the case for Suffolk Libraries events activity which in itself creates relatively low social value but nevertheless acts as a major feed to get people into other areas of the service.

In terms of service effectiveness, the study has shown that most of the value created by Suffolk Libraries (90%) happens because there is a strong link between library activities and outcomes happening at all and that these outcomes would not endure if for some reason the service did not exist. This is not surprising when we see evidence that most high value outcomes achieved for stakeholders relate to social isolation or a whole plethora of support activities that the libraries provide. Put another way, if Suffolk Libraries suddenly closed down over £41M worth of social value outcomes experienced by members of the various local communities would be destroyed.



## Section Six: Analysis



### Key themes and messages

There are a number of themes that repeatedly emerged from this piece of work, through speaking with stakeholders and data analysis. The first is to do with the role of the library in a person's life. The key to libraries is that they are a space to spend time with people without a specific agenda, means or purpose. For example, a Job Centre is a space where people attend with a specific objective - to obtain employment, and every interaction and meeting is orientated around this. Likewise, a café exists as a local business where people buy food and drinks, and spend time. People going there are customers who usually need to engage with purchasing in order to spend time there. Libraries are not like this – they are places where people can spend time doing what they want or need to do, without expectations. Librarians can interact with people with a truly person

centred approach. This is reflected in themes of many outcomes, around reduced isolation, feelings of belonging and being supported, and of psychological safety and not fearing judgement. This outcomes occurred for many stakeholders, arising through a range of Suffolk Libraries activity, and can all be traced back to this important feature of libraries.

Another important theme of libraries is the social connection obtained through them. In social psychology, there has long been a recognition of the importance of close relationships with family and friends. However, there has also been recent acknowledgement of the importance of more relationships with 'weaker ties' to one's wellbeing. Studies have shown that having a network of casual relationships, people who you may not count as a close friend but who you see on a regular basis, are very important for wellbeing<sup>2</sup>. During the course of

<sup>2</sup> Oliver Huxhold, PhD, Katherine L Fiori, PhD, Noah J Webster, PhD, Toni C Antonucci, PhD, *The Strength of Weaker Ties: An Underexplored Resource for Maintaining Emotional Well-Being in Later Life*, *The Journals of Gerontology: Series B*, Volume 75, Issue 7, September 2020, Pages 1433–1442

# Section Six: Analysis



this social value analysis, the sense of wellbeing that stakeholders experience due to knowing librarians, meeting library regulars and others who live locally, was profound and contributes a further explanation as to why libraries are so important for wellbeing.

Finally, one other area to note was that of non-use value. A conservative estimate has been used in the analysis to estimate the total proportion of people who might experience the value of knowing that they are close to a library service that provides quality services to the local community even though they do not currently use the service. Whilst this was a modest number, it did contribute some value to the overall result for the social impact of Suffolk Libraries, and one way therefore to increase this number would be to spread the word of Suffolk

Libraries and their impact further, to parts of the local population who may have no engagement with the library service, so that this experience of non-use value can be widened.

## Recommendations

This analysis provides much food for thought for Suffolk Libraries future services. What follows are some recommendations for Suffolk Libraries to consider.

- i. **Improve data collection and tracking for future impact measurement**  
  
As this is a predictive model, the analysis does include areas where some adjustments to data collection could improve accuracy of future iterations of the model. More specifically, a deeper understanding of how many individual people are engaged in Suffolk Library activities, rather than the number of times each one interacts with a library, would reduce the need for estimation in this area. Collecting some further demographic data such as number of people in household, and extent of vulnerable factors (living alone, health issues, at higher risk of isolation etc.), and being able to manage this data, would also improve the capacity of Suffolk Libraries to target their services more effectively (see iv. below).
- ii. **Broaden impact culture within organisation**

Suffolk Libraries has shown that it is engaged in a transparent and accountable culture towards measuring its impact, and over the course of three analyses has evidenced a link between its services and a powerful positive impact in communities. This message of its positive impact and expending numbers and types of staff involved in the measurement of it, would help to improve accuracy, increase staff connection to Suffolk Libraries social purpose, and widen communication of impact.



# Section Six: Analysis



## iii. Manage negative outcomes

While few in number, some negative outcomes were identified in the course of this analysis within the volunteering and Friends Groups activity category. These often revolved around feelings of stress towards volunteering commitment if they became too burdensome, or even feelings of resentment that too much was being asked of volunteers. It is important to note that these were not commonly reported amongst stakeholders we spoke to, but were present, and it would be recommended that Suffolk Libraries remains aware and manages these outcomes as much as possible, though it may be unlikely to eliminate them altogether given what a big and important role volunteers play. Possible routes to this may be to invest more resource into oversight of volunteers, providing every volunteer with a contact to go to, outside of their usual circle, to report any frustrations or stress.

## iv. Increase access to services, especially amongst stakeholder groups experiencing higher value

One way to increase the social value of Suffolk Libraries is to grow the proportion of the community in Suffolk that is involved in the library service, from making use of lending to participating in social groups. While this would certainly be effective in a general sense, targeting in a more strategic way could bring significant results for Suffolk Libraries impact. Some stakeholder groups experience more impact than others, such as older people, people without employment, and beneficiaries of mobile libraries as a few examples. By increasing the numbers of people in these groups, the impact of Suffolk Libraries would rise substantially.



# Appendix I: Full list of outcomes and values



## Activity area 1: Groups, clubs and activities

Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
Top Time / Knit and Natter - Older people	Expanded social support network > Reduction in social isolation and decreased feelings of loneliness > Increased access to emotional and practical support	Cost to the stakeholder of regular support from a suitable personal assistant. Three hours a week of personal assistance. £8.21 (national minimum wage as of April 2019) x 3 x 44 = £1083.72	£1,083.72
	Increased practical knowledge about local history/ local events and activities, local service providers and trusted tradespeople	Average cost to the stakeholder of subscribing to a local magazine or wellbeing value of being able to obtain advice locally. Average taken: The wellbeing value of being able to obtain advice locally, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: <a href="http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120">http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120</a> and cost of monthly local magazine £3.50 x 12 = £42 ( <a href="https://www.essentialsuffolk.com/essential-shop">https://www.essentialsuffolk.com/essential-shop</a> )	£1,009.50
	Improved ability to learn new skills and develop existing skills	Cost to stakeholder of attending weekly classes that will provide stakeholder with new skills (e.g., art classes, sports etc.). Cost of attending a weekly art class, £20 x 44 weeks = £880 ( <a href="http://edsartclasses.com/rushmere-art-class-monday-mornings/">http://edsartclasses.com/rushmere-art-class-monday-mornings/</a> )	£880.00
	Improved social confidence through using and maintaining skills of communication	Cost of a mobile phone or landline contract. Cost of phone and contract. £49 upfront + £70/month = £889 ( <a href="https://shop.vodafone.co.uk/shop/contracts-and-deals/samsung-galaxy-s10-5g/sku206044">https://shop.vodafone.co.uk/shop/contracts-and-deals/samsung-galaxy-s10-5g/sku206044</a> )	£889.00
	Improved mood > Increased enjoyment of daily life > Increased levels of happiness and wellbeing > Improved quality of life	Wellbeing value of being a member of a social group taken from Measuring the Social Impact of Community Investment A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: <a href="http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120">http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120</a>	£1,850.00
	Increased ability to keep the mind active, alert and stimulated > better cognitive health > Limits mental health deterioration	Cost to the stakeholder of attending a weekly social activity. Estimated cost of going to a weekly pub quiz (£10 for drinks and snacks + £5 entry + £10 taxi there and back = £25 x 44 weeks = £1100	£1,100.00
	Improved physical health	Cost to stakeholder of engaging in walking club twice per month. Monthly membership fees to Ramblers (£3.35 x 12 = £40.20) + **estimated cost of getting to/from starting point for weekly walk: (£10 x 44 weeks) = £960.40	£960.40

# Appendix I: Full list of outcomes and values



Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
Sporting Memories - Older People	Increased connection with others and improved (increased) friendships > Reduced loneliness and isolation	Wellbeing valuation of feeling part of a community: This valuation is based on the wellbeing value of a stakeholder being a member of a social group, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: <a href="http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120">http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120</a>	£1,849.62
	Increased enjoyment > Improved mood > Improved mental health	Wellbeing valuation of improved wellbeing: SWEMWBS values moving from category 8 to category 9 - scale of improved well-being = well-being value of £24,877 to £25,480	£603.00
	Increased feeling of comfort and positive connection with past self	Cost to the stakeholder of attending a meditation weekend retreat to reflect, connect and reminisce on self and life. £100 per retreat, and 2 retreats per year ( <a href="https://dhanakosa.com/retreats">https://dhanakosa.com/retreats</a> )	£200.00
	Increased brain function > perceived avoided memory decline	Cost to the stakeholder of attending a weekly social activity: Estimated cost of going to a weekly pub quiz (£10 for drinks and snacks + £5 entry + £10 taxi there and back = £25 x 44 weeks = £1100	£1,100.00
	Reduced general anxiety and social anxiety	Cost if stakeholder had to pay for Cognitive Behavioural Therapy to deal with social interaction anxiety / social phobia: PSSRU Unit Costs of Health and Social Care 2021 - cost of CBT is £106 per session. - estimate 8 sessions over 1 year	£848.00
	Improved motivation	Cost to stakeholder of life coaching sessions in Suffolk to help work on motivation and social engagement at £50 as average of some coaches available in Suffolk: <a href="https://www.psychologytoday.com/gb/counselling/eng/suffolk-county?category=life-coaching">https://www.psychologytoday.com/gb/counselling/eng/suffolk-county?category=life-coaching</a> 6 sessions a year = £300	£300.00
	Increased use of library and access to outcomes arising from borrowing and reading	This outcome is valued as an average of common social outcomes emerging from using the library in this research: more fulfilled leisure time use at £1515; improved quality of life arising from having a routine and somewhere to go out to and spend time at £668; and avoided cost of buying books elsewhere at £344.48.	£842.49
Book clubs / Reading groups - Adults	Increased connection with others and improved (increased) friendships > Reduced loneliness and isolation	Wellbeing valuation of feeling part of a community: This valuation is based on the wellbeing value of a stakeholder being a member of a social group, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: <a href="http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120">http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120</a>	£1,849.62



# Appendix I: Full list of outcomes and values



Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
<b>Book clubs / Reading groups – Adults (continued)</b>	Increased enjoyment > Improved mood > Improved mental health	Wellbeing valuation of improved wellbeing: SWEMWBS values moving from category 8 to category 9 - scale of improved well-being = well-being value of £24,877 to £25,480	£603.00
	Increased learning and access to new perspectives + broadens reading horizons	Cost to the stakeholder of engaging in foreign language course and a culture and society course to contribute to different perspectives and new interests: 15 week general French language course: £359 15 week online course in French society: £369 <a href="https://www.institut-francais.org.uk/french-courses/french-group-courses/#general-french-courses">https://www.institut-francais.org.uk/french-courses/french-group-courses/#general-french-courses</a>	£728.00
	Increased perspective on self and own opinions > improved self awareness	Cost to the stakeholder of attending a meditation weekend retreat to reflect, connect and reminisce on self and life. £100 per retreat, and 2 retreats per year ( <a href="https://dhanakosa.com/retreats">https://dhanakosa.com/retreats</a> )	£200.00
	Reduced general anxiety and social anxiety	Cost if stakeholder had to pay for Cognitive Behavioural Therapy to deal with social interaction anxiety / social phobia: PSSRU Unit Costs of Health and Social Care 2021 - cost of CBT is £106 per session. - estimate 8 sessions over 1 year	£848.00
	Increased structure for week > improved quality of life	Cost of electronic calendar software - Power diary software cost is £208 per annum: <a href="https://www.powerdiary.com/uk/pricing/">https://www.powerdiary.com/uk/pricing/</a> + £10 per week travel and fees cost of weekly leisure class over 46 weeks = £460	£668.00
	Increased use of library and access to outcomes arising from borrowing and reading	This outcome is valued as an average of common social outcomes emerging from using the library in this research: more fulfilled leisure time use at £1515; improved quality of life arising from having a routine and somewhere to go out to and spend time at £668; and avoided cost of buying books elsewhere at £344.48.	£842.49
<b>Cribbage Club - Older People</b>	Increased connection with others and improved (increased) friendships > Reduced loneliness and isolation	Wellbeing valuation of feeling part of a community: This valuation is based on the wellbeing value of a stakeholder being a member of a social group, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: <a href="http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120">http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120</a>	£1,849.62
	increased respite time / time out for carers	Cost of respite break for carer - 2 night break for 2 people - <a href="https://www.buyagift.co.uk/short-breaks/">https://www.buyagift.co.uk/short-breaks/</a> £169.99 plus £99 travel cost	£268.99
	Increased enjoyment and increased brain stimulation > Improved mood > Improved mental health	Wellbeing valuation of improved wellbeing: SWEMWBS values moving from category 8 to category 9 - scale of improved well-being = well-being value of £24,877 to £25,480	£603.00

# Appendix I: Full list of outcomes and values



Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
<b>Cribbage Club - Older People (continued)</b>	Reduced general anxiety and social anxiety	Cost if stakeholder had to pay for Cognitive Behavioural Therapy to deal with social interaction anxiety / social phobia: PSSRU Unit Costs of Health and Social Care 2021 - cost of CBT is £106 per session. - estimate 8 sessions over 1 year	£848.00
	Increased structure for week > improved quality of life	Cost of electronic calendar software - Power diary software cost is £208 per annum: <a href="https://www.powerdiary.com/uk/pricing/">https://www.powerdiary.com/uk/pricing/</a> + £10 per week travel and fees cost of weekly leisure class over 46 weeks = £460	£668.00
	Increased use of library and access to outcomes arising from borrowing and reading	This outcome is valued as an average of common social outcomes emerging from using the library in this research: more fulfilled leisure time use at £1515; improved quality of life arising from having a routine and somewhere to go out to and spend time at £668; and avoided cost of buying books elsewhere at £344.48.	£842.49
	Increased feelings of being safe	Cost of a security package for home to equal the feeling of being safe and secure : <a href="https://simplisafe.co.uk/build-my-system/">https://simplisafe.co.uk/build-my-system/</a> - package to include cost of outdoor camera, entry sensor and panic button - £266.69	£266.69
<b>Bingo Club - Adults</b>	Increased connection with others and improved (increased) friendships > Reduced loneliness and isolation	Wellbeing valuation of feeling part of a community: This valuation is based on the wellbeing value of a stakeholder being a member of a social group, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: <a href="http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120">http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120</a>	£1,849.62
	increased respite time / time out for carers	Cost of respite break for carer - 2 night break for 2 people - <a href="https://www.buyagift.co.uk/short-breaks/">https://www.buyagift.co.uk/short-breaks/</a> £169.99 plus £99 travel cost	£268.99
	Increased enjoyment and increased brain stimulation > Improved mood > Improved mental health	Wellbeing valuation of improved wellbeing: SWEMWBS values moving from category 8 to category 9 - scale of improved well-being = well-being value of £24,877 to £25,480	£603.00
	Reduced general anxiety and social anxiety	Cost if stakeholder had to pay for Cognitive Behavioural Therapy to deal with social interaction anxiety / social phobia: PSSRU Unit Costs of Health and Social Care 2021 - cost of CBT is £106 per session. - estimate 8 sessions over 1 year	£848.00
	Increased structure for week > improved quality of life	Cost of electronic calendar software - Power diary software cost is £208 per annum: <a href="https://www.powerdiary.com/uk/pricing/">https://www.powerdiary.com/uk/pricing/</a> + £10 per week travel and fees cost of weekly leisure class over 46 weeks = £460	£668.00
	Increased use of library and access to outcomes arising from borrowing and reading	This outcome is valued as an average of common social outcomes emerging from using the library in this research: more fulfilled leisure time use at £1515; improved quality of life arising from having a routine and somewhere to go out to and spend time at £668; and avoided cost of buying books elsewhere at £344.48.	£842.49
	Increased feelings of being safe	Cost of a security package for home to equal the feeling of being safe and secure : <a href="https://simplisafe.co.uk/build-my-system/">https://simplisafe.co.uk/build-my-system/</a> - package to include cost of outdoor camera, entry sensor and panic button - £266.69	£266.69

# Appendix I: Full list of outcomes and values



Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
Bingo Club - Older people	Increased respite time / time out for carers	Cost of respite break for carer - 2 night break for 2 people - <a href="https://www.buyagift.co.uk/short-breaks/">https://www.buyagift.co.uk/short-breaks/</a> £169.99 plus £99 travel cost	£268.99
	Increased enjoyment and increased brain stimulation > Improved mood > Improved mental health	Wellbeing valuation of improved wellbeing: SWEMWBS values moving from category 8 to category 9 - scale of improved well-being = well-being value of £24,877 to £25,480	£603.00
	Reduced general anxiety and social anxiety	Cost if stakeholder had to pay for Cognitive Behavioural Therapy to deal with social interaction anxiety / social phobia: PSSRU Unit Costs of Health and Social Care 2021 - cost of CBT is £106 per session. - estimate 8 sessions over 1 year	£848.00
	Increased structure for week > improved quality of life	Cost of electronic calendar software - Power diary software cost is £208 per annum: <a href="https://www.powerdiary.com/uk/pricing/">https://www.powerdiary.com/uk/pricing/</a> + £10 per week travel and fees cost of weekly leisure class over 46 weeks = £460	£668.00
	Increased use of library and access to outcomes arising from borrowing and reading	This outcome is valued as an average of common social outcomes emerging from using the library in this research: more fulfilled leisure time use at £1515; improved quality of life arising from having a routine and somewhere to go out to and spend time at £668; and avoided cost of buying books elsewhere at £344.48.	£842.49
	Increased feelings of being safe	Cost of a security package for home to equal the feeling of being safe and secure : <a href="https://simplisafe.co.uk/build-my-system">https://simplisafe.co.uk/build-my-system</a> / - package to include cost of outdoor camera, entry sensor and panic button - £266.69	£266.69
LGBTQ+ Teenagers	Feel less alone and isolated + make new friends	Wellbeing valuation of feeling part of a community: This valuation is based on the wellbeing value of a stakeholder being a member of a social group, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: <a href="http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120">http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120</a>	£1,849.62
	Increased sense of fun	Cost to the stakeholder of engaging with activities for entertainment or recreation, based on the Joseph Rowntree Foundation / Loughborough University project on the Minimum Income Standard, according to the British public, of what the living standards should be that we, as a society, agree for different individuals in society. For a single female pensioner, £20 per week is allocated for doing entertainment and recreation activities 2 or 3 times per week ( <a href="https://www.lboro.ac.uk/media/www/lboroacuk/content/crsp/downloads/mis2022/MIS%20budget%20for%20single%20female%20pensioner.pdf">https://www.lboro.ac.uk/media/www/lboroacuk/content/crsp/downloads/mis2022/MIS%20budget%20for%20single%20female%20pensioner.pdf</a> ) = £20 * 40 weeks per year of LGBTQ+ activity = £800	£800.00
	Increased sense of relaxation and ability to be oneself	The cost to stakeholder of an assertiveness training course - ( <a href="https://www.kallidus.com/solutions/elearning/">https://www.kallidus.com/solutions/elearning/</a> ) - £294 per person AND Cost to stakeholder of attending 3 terms of a performing arts school ( <a href="https://coopjuniors.co.uk/theatre-academy-classes/">https://coopjuniors.co.uk/theatre-academy-classes/</a> ) - £53 per term so £159 for year	£453.00

# Appendix I: Full list of outcomes and values



Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
<b>Job Clubs / CV writing groups - Adults</b>	Increased IT and technical skills	Cost of an ECDL course online to improve IT skills ( <a href="https://www.distance-learning-centre.co.uk/european-computer-driving-licence-ecdl-online-course/">https://www.distance-learning-centre.co.uk/european-computer-driving-licence-ecdl-online-course/</a> )	£225.00
	Increased confidence in own career skills, abilities and self-worth > increased likelihood of being successful and gaining employment	The cost to stakeholder of going on a course that would improve their employability.  This valuation is based on the cost of a course in Level 1 and Level 2 Employability Skills, including topics such as opportunities for personal and social development, and communicating with others in the workplace ( <a href="https://www.hlcollege.ac.uk/course/580f7746e43d6/Foundation-Studies-Employability-Skills-Level-1-Level-2">https://www.hlcollege.ac.uk/course/580f7746e43d6/Foundation-Studies-Employability-Skills-Level-1-Level-2</a> ).	£995.00
	Increased likelihood of using library and accessing other positive outcomes	This outcome is valued as an average of common social outcomes emerging from using the library in this research: more fulfilled leisure time use at £1515; improved quality of life arising from having a routine and somewhere to go out to and spend time at £668; and avoided cost of buying books elsewhere at £344.48.	£842.49
	Increased feeling of being supported and emotionally understood	Cost of access to therapy app with online messaging and ongoing support at £50 per week, for one week per month, to provide sense of ongoing support and emotional understanding to stakeholder ( <a href="https://www.talkspace.com/">https://www.talkspace.com/</a> )	£600.00
<b>Use of website resources - Teenagers, Adults Older people</b>	Increased benefit from effective information and time saved	Cost of course to help more efficient use of time (avoid wasted time). Online time management course £354 - <a href="https://www.totalsuccess.co.uk/time-management/time-management-1-day/">https://www.totalsuccess.co.uk/time-management/time-management-1-day/</a>	£354.00
<b>Ad hoc employment support - Teenagers</b>	Increased IT and technical skills	Cost of an ECDL course online to improve IT skills ( <a href="https://www.distance-learning-centre.co.uk/european-computer-driving-licence-ecdl-online-course/">https://www.distance-learning-centre.co.uk/european-computer-driving-licence-ecdl-online-course/</a> )	£225.00
	Increased confidence in own career skills, abilities and self-worth > increased likelihood of being successful and gaining employment	The cost to stakeholder of going on a course that would improve their employability.  This valuation is based on the cost of a course in Level 1 and Level 2 Employability Skills, including topics such as opportunities for personal and social development, and communicating with others in the workplace ( <a href="https://www.hlcollege.ac.uk/course/580f7746e43d6/Foundation-Studies-Employability-Skills-Level-1-Level-2">https://www.hlcollege.ac.uk/course/580f7746e43d6/Foundation-Studies-Employability-Skills-Level-1-Level-2</a> ).	£995.00
	Increased likelihood of using library and accessing other positive outcomes	This outcome is valued as an average of common social outcomes emerging from using the library in this research: more fulfilled leisure time use at £1515; improved quality of life arising from having a routine and somewhere to go out to and spend time at £668; and avoided cost of buying books elsewhere at £344.48.	£842.49

# Appendix I: Full list of outcomes and values



Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
<b>Ad hoc employment support – Teenagers (continued)</b>	Increased feeling of being supported and emotionally understood	Cost of access to therapy app with online messaging and ongoing support at £50 per week, for one week per month, to provide sense of ongoing support and emotional understanding to stakeholder ( <a href="https://www.talkspace.com/">https://www.talkspace.com/</a> )	£600.00
	Increased insight into appropriate use of resources > saved time and personal resources	Cost of course to help more efficient use of time (avoid wasted time). Online time management course £354 - <a href="https://www.totalsuccess.co.uk/time-management/time-management-1-day/">https://www.totalsuccess.co.uk/time-management/time-management-1-day/</a>	£354.00
<b>Ad hoc employment support - Adults</b>	Increased IT and technical skills	Cost of an ECDL course online to improve IT skills ( <a href="https://www.distance-learning-centre.co.uk/european-computer-driving-licence-ecdl-online-course/">https://www.distance-learning-centre.co.uk/european-computer-driving-licence-ecdl-online-course/</a> )	£225.00
	Increased confidence in own career skills, abilities and self-worth > increased likelihood of being successful and gaining employment	The cost to stakeholder of going on a course that would improve their employability.  This valuation is based on the cost of a course in Level 1 and Level 2 Employability Skills, including topics such as opportunities for personal and social development, and communicating with others in the workplace ( <a href="https://www.hlcollege.ac.uk/course/580f7746e43d6/Foundation-Studies-Employability-Skills-Level-1-Level-2">https://www.hlcollege.ac.uk/course/580f7746e43d6/Foundation-Studies-Employability-Skills-Level-1-Level-2</a> ).	£995.00
	Increased likelihood of using library and accessing other positive outcomes	This outcome is valued as an average of common social outcomes emerging from using the library in this research: more fulfilled leisure time use at £1515; improved quality of life arising from having a routine and somewhere to go out to and spend time at £668; and avoided cost of buying books elsewhere at £344.48.	£842.49
	Increased feeling of being supported and emotionally understood	Cost of access to therapy app with online messaging and ongoing support at £50 per week, for one week per month, to provide sense of ongoing support and emotional understanding to stakeholder ( <a href="https://www.talkspace.com/">https://www.talkspace.com/</a> )	£600.00
	Increased insight into appropriate use of resources > saved time and personal resources	Cost of course to help more efficient use of time (avoid wasted time). Online time management course £354 - <a href="https://www.totalsuccess.co.uk/time-management/time-management-1-day/">https://www.totalsuccess.co.uk/time-management/time-management-1-day/</a>	£354.00
<b>Ad hoc employment support - Older people</b>	Increased IT and technical skills	Cost of an ECDL course online to improve IT skills ( <a href="https://www.distance-learning-centre.co.uk/european-computer-driving-licence-ecdl-online-course/">https://www.distance-learning-centre.co.uk/european-computer-driving-licence-ecdl-online-course/</a> )	£225.00
	Increased confidence in own career skills, abilities and self-worth > increased likelihood of being successful and gaining employment	The cost to stakeholder of going on a course that would improve their employability.  This valuation is based on the cost of a course in Level 1 and Level 2 Employability Skills, including topics such as opportunities for personal and social development, and communicating with others in the workplace ( <a href="https://www.hlcollege.ac.uk/course/580f7746e43d6/Foundation-Studies-Employability-Skills-Level-1-Level-2">https://www.hlcollege.ac.uk/course/580f7746e43d6/Foundation-Studies-Employability-Skills-Level-1-Level-2</a> ).	£995.00
	Increased likelihood of using library and accessing other positive outcomes	This outcome is valued as an average of common social outcomes emerging from using the library in this research: more fulfilled leisure time use at £1515; improved quality of life arising from having a routine and somewhere to go out to and spend time at £668; and avoided cost of buying books elsewhere at £344.48.	£842.49



# Appendix I: Full list of outcomes and values



Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
<b>Ad hoc employment support - Older people</b>	Increased feeling of being supported and emotionally understood	Cost of access to therapy app with online messaging and ongoing support at £50 per week, for one week per month, to provide sense of ongoing support and emotional understanding to stakeholder ( <a href="https://www.talkspace.com/">https://www.talkspace.com/</a> )	£600.00
	Increased insight into appropriate use of resources > saved time and personal resources	Cost of course to help more efficient use of time (avoid wasted time). Online time management course £354 - ( <a href="https://www.totalsuccess.co.uk/time-management/time-management-1-day/">https://www.totalsuccess.co.uk/time-management/time-management-1-day/</a> )	£354.00
<b>We Are Radikal - Adults (women)</b>	Increased motivation, increased feelings of confidence, reassurance and validation	The cost to stakeholder of an assertiveness training course - ( <a href="https://www.kallidus.com/solutions/elearning/">https://www.kallidus.com/solutions/elearning/</a> ) - £294 per person AND cost of local life coaching to improve confidence and self esteem. £50 for monthly sessions = £600 ( <a href="https://www.joraynercoaching.co.uk/fees/">https://www.joraynercoaching.co.uk/fees/</a> )	£894.00
	Increased knowledge and skills in range of business areas e.g. marketing, finances, VAT, GDPR, copyright etc.	The cost to the stakeholder of attending a business start up course: £460 ( <a href="https://www.city.ac.uk/prospective-students/courses/short-courses/starting-up-in-business">https://www.city.ac.uk/prospective-students/courses/short-courses/starting-up-in-business</a> )	£460.00
	Increased local networking opportunities > increased feelings of support and local contacts	The cost to the stakeholder of joining the Suffolk Chamber of Commerce in order to access associated benefits ( <a href="https://www.suffolkchamber.co.uk/media/48985/annual-membership-fees-matrix-july-2022-for-website.pdf">https://www.suffolkchamber.co.uk/media/48985/annual-membership-fees-matrix-july-2022-for-website.pdf</a> ) - £342 for the first year	£342.00
<b>Wordplay / Baby Bounce / Tot Rock / Storytime - Babies and children</b>	Improved ability to socialise with other babies > development of confidence and social skills (such as how to share and be polite)	Cost of mother and baby going to a play area once per week including transport to meet with other carers and babies. Estimated cost: Taxi to and from venue (£8 x 2 = £16) + entrance fee for toddler (£5.40) = £21.40. Assume would only go 44 weeks a year including breaks for Christmas, Easter and over the summer: £21.40 x 44 ( <a href="https://www.acleisure.com/energy/">https://www.acleisure.com/energy/</a> )	£941.60
	Improved speech development and language acquisition/improved vocabulary and communication skills	Value of speech therapy support if it were provided in a therapeutic setting. Speech therapy: £65/hr. One session per month over 12 months: £65 x 12 = £780 ( <a href="http://www.communicate-therapy.co.uk/">http://www.communicate-therapy.co.uk/</a> )	£780.00
	Improved knowledge and understanding of the world through exploration and learning > improved cognitive development > increased learning ability	Cost of buying new tapes or toys for baby once per week. Average cost of new toy: £5-£20: Average taken at £15 x 44 weeks ( <a href="https://www.amazon.co.uk/slp/hand-puppets-for-kids/53hg8dxg6sypv6k">https://www.amazon.co.uk/slp/hand-puppets-for-kids/53hg8dxg6sypv6k</a> )	£660.00
	Improved development of literacy skills	1. Cost of weekly activity that the child is highly motivated to engage with 2. Cost of buying new book for baby once per week. Baby ballet: (£15 intro classes + £10 membership fees = £25) + (weekly classes averaging £4.50 x 44 = £198) = £223 + cost of a new book (average £5.99) x 44 = £263.56. TOTAL: £223 + £263.56 = £486.56 ( <a href="https://babyballet.co.uk/find-a-class/class-prices/">https://babyballet.co.uk/find-a-class/class-prices/</a> )	£486.56

# Appendix I: Full list of outcomes and values



Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
<b>Wordplay / Baby Bounce / Tot Rock / Storytime - Babies and children (continued)</b>	Better quality time together > Improvement in parent-child relationship	Cost of stakeholder attending Mother and baby yoga sessions. Parent & Toddler yoga: £84 per 7 week session. Assumed 6 x 7 week sessions per year: (£84 x 7 = £588) ( <a href="https://www.joyfulbabies.co.uk/mother-baby-yoga-2/#baby">https://www.joyfulbabies.co.uk/mother-baby-yoga-2/#baby</a> )	£588.00
	Increased ability to adapt to and feel comfortable in new and different surroundings	Cost of different holiday experience where child is in completely unfamiliar and completely different surroundings. Average holiday cost per person for a UK family: £227. Both child and carer on holiday = £227 x 2 = £454 ( <a href="https://www.evolutionmoney.co.uk/our-loans/holiday-loan/much-people-spend-holiday-advice">https://www.evolutionmoney.co.uk/our-loans/holiday-loan/much-people-spend-holiday-advice</a> )	£454.00
	Improved ability to speak and understand English as an additional language at a young age > increased ability to interpret their world via English	Cost of hiring a nanny/baby-required only to speak English only 2 hours a week. Average fee taken at £12/hr. 2 x £12 = £24 per week. Assumed 44 weeks per year ( <a href="https://www.childcare.co.uk/search/Nannies/Suffolk">https://www.childcare.co.uk/search/Nannies/Suffolk</a> )	£1,056.00
<b>Wordplay / Baby Bounce / Tot Rock / Storytime - Adults/Parents</b>	Increased access to help and emotional support > Reduced feelings of social isolation and loneliness	Wellbeing valuation of feeling part of a community. This valuation is based on the wellbeing value of a stakeholder being a member of a social group, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014.	£1,849.62
	Improved mood > Increased levels of happiness and wellbeing	Value of improved wellbeing - SWEMWBS values moving from category 5 to category 6 - scale of improved well-being = well-being value of £21,049 to £22,944	£1,895.00
	Increased opportunity to access advice and support > Reduced or avoided anxiety around own child's progress and development	Cost of counselling or CBT sessions and a parenting workshop at £325 ( <a href="https://www.theparentingpartnership.com/parents-whats-on">https://www.theparentingpartnership.com/parents-whats-on</a> ) plus counselling sessions once per fortnight at an average cost of £49 ( <a href="https://www.relate.org.uk/about-us/faqs/how-much-does-counselling-cost">https://www.relate.org.uk/about-us/faqs/how-much-does-counselling-cost</a> ) so £325 + (£49 x 24 weeks per year) = £1501	£1,501.00
	Better quality time together > Improvement in parent-child relationship	Cost of 6 sessions of therapeutic parent-child engagement. £175 for initial assessment + £90-£100 per hour (average of £95) for parent-child therapy once every 2 months. £175 + £95 x 6 = £745 ( <a href="https://www.thefamilypsychologist.co.uk/content/our-fees">https://www.thefamilypsychologist.co.uk/content/our-fees</a> )	£745.00
<b>Lego club - children</b>	Improved ability to socialise with other children > development of social skills	Cost of mother and child going to a play area once per week including transport to meet with other carers and children. Estimated cost: Taxi to and from venue (£8 x 2 = £16) + entrance fee for child (£5.40) = £21.40. Assume would only go 44 weeks a year including breaks for Christmas, Easter and over the summer: £21.40 x 44 ( <a href="https://www.acleisure.com/energy/">https://www.acleisure.com/energy/</a> )	£941.60
	Increased fun and enjoyment	Cost to the stakeholder of a children's entertainer, at a rough average of £200 according to three sources: <a href="https://www.nonstopkids.co.uk/post/the-cost-of-a-childrens-entertainer-and-how-to-save-money">https://www.nonstopkids.co.uk/post/the-cost-of-a-childrens-entertainer-and-how-to-save-money</a> , <a href="https://childrenspartylondon.co.uk/prices-kids-parties-london/">https://childrenspartylondon.co.uk/prices-kids-parties-london/</a> and <a href="https://www.birthdaypartymagician.co.uk/how-much-is-a-kids-entertainer/">https://www.birthdaypartymagician.co.uk/how-much-is-a-kids-entertainer/</a> )	£200.00

# Appendix I: Full list of outcomes and values



Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
Lego club – children (continued)	Improved spatial perception and motor skills	Cost to attend 2 weeks / 10 days of a holiday camp which focuses on coaching and teaching active skills: <a href="https://www.star-hotshots.co.uk/">https://www.star-hotshots.co.uk/</a> - £180 for 5 days, so £360 for 10 days	£360.00
	Improved problem solving skills	Cost to stakeholder of achieving problem solving skills through alternative means: 1. 12 copies per year of a children's puzzle magazine (Puzzler Q Junior puzzles magazine, £3.75 each or £45 per year) AND 2. Monthly jigsaw puzzles at £4 each ( <a href="https://www.theworks.co.uk/c/toys-and-games/jigsaws/kids-jigsaws?srsl=PriceAsc">https://www.theworks.co.uk/c/toys-and-games/jigsaws/kids-jigsaws?srsl=PriceAsc</a> )	£93.00
	Improvement in parent-child relationship	The cost of quality time shared going to an interactive children's museum daytrip 3 times per year. Cost includes: entrance for 1 adult and 1 child (£14.95 each); travel costs of £20 for train tickets each; lunch costs of £12 for both = £81.90 per trip, or £245.70 per year.	£245.70
Crafts - Children	Improved ability to socialise with other children > development of social skills	Costs based on visiting Eureka!: <a href="https://www.eureka.org.uk/">https://www.eureka.org.uk/</a> Cost of mother and child going to a play area once per week including transport to meet with other carers and children. Estimated cost: Taxi to and from venue (£8 x 2 = £16) + entrance fee for child (£5.40) = £21.40. Assume would only go 44 weeks a year including breaks for Christmas, Easter and over the summer: £21.40 x 44 ( <a href="https://www.acleisure.com/energy/">https://www.acleisure.com/energy/</a> )	£941.60
	Increased fun and enjoyment	Cost to the stakeholder of a children's entertainer, at a rough average of £200 according to three sources: <a href="https://www.nonstopkids.co.uk/post/the-cost-of-a-childrens-entertainer-and-how-to-save-money">https://www.nonstopkids.co.uk/post/the-cost-of-a-childrens-entertainer-and-how-to-save-money</a> , <a href="https://childrenspartylondon.co.uk/prices-kids-parties-london/">https://childrenspartylondon.co.uk/prices-kids-parties-london/</a> and <a href="https://www.birthdaypartymagician.co.uk/how-much-is-a-kids-entertainer/">https://www.birthdaypartymagician.co.uk/how-much-is-a-kids-entertainer/</a> )	£200.00
	Improved motor skills	Cost of accessing an art club, 3 8 hour blocks, with supportive encouragement from an artist ( <a href="https://www.parsleypie.com/hale/term-time-classes-for-ages-4-and-above/">https://www.parsleypie.com/hale/term-time-classes-for-ages-4-and-above/</a> ) = 3*£105 = £315	£315.00
	Improved creativity skills	Cost to stakeholder of attending 3 terms of a performing arts classes ( <a href="https://www.oldvic.ac.uk/course/stage-left/">https://www.oldvic.ac.uk/course/stage-left/</a> ) - £99.90 per term so £299.70 for year	£299.70
	Improvement in parent-child relationship	The cost of quality time shared going to an interactive children's museum daytrip 3 times per year. Cost includes: entrance for 1 adult and 1 child (£14.95 each); travel costs of £20 for train tickets each; lunch costs of £12 for both = £81.90 per trip, or £245.70 per year.	£245.70
		Costs based on visiting Eureka!: <a href="https://www.eureka.org.uk/">https://www.eureka.org.uk/</a>	
Summer Reading Challenge - Children	Improved confidence in reading > improved reading ability	Cost to stakeholder of tutoring to reach the same level of reading - 6 weekly one to one sessions - <a href="https://www.mytutor.co.uk/find-tutors">https://www.mytutor.co.uk/find-tutors</a> - quotes tutors at £20 per hour = 1 hour/week for 6 weeks - £120	£120.00

# Appendix I: Full list of outcomes and values



Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
Summer Reading Challenge – Children (continued)	Increased ability to overcome shyness and discuss concepts from books through engaging in reading as a non-solo experience > improved listening, speaking, language and social skills	Cost to stakeholder of attending 1 term of a performing arts classes in a group experience ( <a href="https://www.oldvic.ac.uk/course/stage-left/">https://www.oldvic.ac.uk/course/stage-left/</a> ) - £99.90 per term	£99.90
	Avoided dip in reading ability while out of school for summer and better able to pick up reading activities when back at school > avoided loss of confidence and sense of reduced ability > improved learning	Cost of attending book club run locally - every week for 6 weeks - travel and subsistence cost estimated at £10 per trip	£60.00
	Improved ability to exercise personal choice in subject matter and improved ability to consider a range of perspectives / life experiences > improved personal development / knowledge	Cost of replicating same personal development experience - 4 night outward bound experience for age 10 - 12 - <a href="https://www.outwardbound.org.uk/courses/£549">https://www.outwardbound.org.uk/courses/£549</a>	£549.00
Summer Reading Challenge - Parents	Reduced anxiety about child's lack of reading practice over the summer for less keen or lower ability readers	Cost of counselling or CBT sessions once per month at an average cost of £49 ( <a href="https://www.relate.org.uk/about-us/faqs/how-much-does-counselling-cost/">https://www.relate.org.uk/about-us/faqs/how-much-does-counselling-cost/</a> ) (£49 x 12 months per year) = £588	£588.00
	Improved focus to week and leisure time with child/children over long summer school holiday period > improved respite time for parent > better use of personal time	The cost to the stakeholder of increasing their personal wellbeing and sense of relaxation through having a number of restful breaks.  This valuation is based on the cost to the stakeholder of increasing their personal wellbeing through attending four spa breaks per year at £115 each ( <a href="https://www.spaandhotelbreak.co.uk/spa-breaks/east-anglia/belstead-brook-hotel/134.html">https://www.spaandhotelbreak.co.uk/spa-breaks/east-anglia/belstead-brook-hotel/134.html</a> )	£460.00
	Improved satisfaction from child/children exhibiting improved motivation for reading	Grade 5 music exam cost - two theory courses <a href="https://www.udemy.com/course/abrsn-grade-5-music-theory/">https://www.udemy.com/course/abrsn-grade-5-music-theory/</a> £49.98 and exam fee (£15) + travel cost (£15) estimated at £30	£79.98
	Reduced cost of summer budget as sessions are free > saved money	Saved cost of supervised summer activity - fees for a 6 week summer activity scheme @ £25 per week - <a href="https://www.ardsandnorthdown.gov.uk/resident/community/summer-schemes">https://www.ardsandnorthdown.gov.uk/resident/community/summer-schemes</a>	£150.00
Baby self-weight - Adults (parents)	Increased feeling of control and reassurance, reduced anxiety	Cost of counselling or CBT sessions and a parenting workshop at £325 ( <a href="https://www.theparentingpartnership.com/parents-whats-on">https://www.theparentingpartnership.com/parents-whats-on</a> ) plus counselling sessions once per fortnight at an average cost of £49 ( <a href="https://www.relate.org.uk/about-us/faqs/how-much-does-counselling-cost/">https://www.relate.org.uk/about-us/faqs/how-much-does-counselling-cost/</a> ) so £325 + (£49 x 24 weeks per year) = £1501	£1,501.00

# Appendix I: Full list of outcomes and values



Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
<b>Baby self-weigh - Adults (parents) (continued)</b>	Increased likelihood to access other library services such as book lending and activities	This outcome is valued as an average of common social outcomes emerging from using the library in this research: more fulfilled leisure time use at £1515; improved quality of life arising from having a routine and somewhere to go out to and spend time at £668; and avoided cost of buying books elsewhere at £344.48.	£842.49
	Reduced isolation	Wellbeing valuation of feeling part of a community: This valuation is based on the wellbeing value of a stakeholder being a member of a social group, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: <a href="http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120">http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120</a>	£1,849.62
	Reduced resource cost/ saved money	The cost to the stakeholder of having to travel elsewhere in Suffolk to access the baby self weigh service 3 times in their baby's first year:  Two way taxi ride = £20, *3 = £60 PLUS 30 minutes preparation and travelling time saved *3 = 1.5 hours or £9.50 hourly minimum wage * 1.5 = £14.25	£74.25
<b>Homework clubs - Children and Teenagers</b>	Increased friendships	Cost to the stakeholder of joining a Girlguiding group in order to socialise with peers outside of school environment and make friends. Cost includes: - £25 subs per term, so £75 per year ( <a href="https://www.willandbrownies.org.uk/information.htm">https://www.willandbrownies.org.uk/information.htm</a> ) - Uniform cost of £62.50 according to official website shop ( <a href="https://www.girlguidingshop.co.uk/products/brownies/uniform/?page=1&amp;pageld=cc120d73-bd97-45d7-8d87-6cf8496b0d54&amp;query=&amp;order=recommended">https://www.girlguidingshop.co.uk/products/brownies/uniform/?page=1&amp;pageld=cc120d73-bd97-45d7-8d87-6cf8496b0d54&amp;query=&amp;order=recommended</a> ) - £8 travel per session, 36 sessions during term time per year	£425.50
	Increased attainment	Cost to stakeholder of tutoring to reach the same attainment - 6 weekly one to one sessions - <a href="https://www.mytutor.co.uk/find-tutors">https://www.mytutor.co.uk/find-tutors</a> - quotes tutors at £20 per hour = 1 hour/week for 6 weeks - £120	£120.00
<b>Homework clubs - Parents</b>	Reduced concern that child isn't using time productively	Cost of counselling or CBT sessions once per month at an average cost of £49 ( <a href="https://www.relate.org.uk/about-us/faqs/how-much-does-counselling-cost">https://www.relate.org.uk/about-us/faqs/how-much-does-counselling-cost</a> ) (£49 x 12 months per year) = £588	£588.00
	Parents able to have adult time > increased relaxation / reduced stress	The cost to the stakeholder of increasing their personal wellbeing and sense of relaxation through having a number of restful breaks.  This valuation is based on the cost to the stakeholder of increasing their personal wellbeing through attending four spa breaks per year at £115 each ( <a href="https://www.spaandhotelbreak.co.uk/spa-breaks/east-anglia/belstead-brook-hotel/134.html">https://www.spaandhotelbreak.co.uk/spa-breaks/east-anglia/belstead-brook-hotel/134.html</a> )	£460.00
<b>Home school clubs - Adults (Parents)</b>	Parents able to have adult time > increased relaxation / reduced stress	The cost to the stakeholder of increasing their personal wellbeing and sense of relaxation through having a number of restful breaks.  This valuation is based on the cost to the stakeholder of increasing their personal wellbeing through attending four spa breaks per year at £115 each ( <a href="https://www.spaandhotelbreak.co.uk/spa-breaks/east-anglia/belstead-brook-hotel/134.html">https://www.spaandhotelbreak.co.uk/spa-breaks/east-anglia/belstead-brook-hotel/134.html</a> )	£460.00



# Appendix I: Full list of outcomes and values



Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
Home school clubs - Children and Teenagers	Improved learning	Cost to stakeholder of tutoring to reach the same attainment - 6 weekly one to one sessions - <a href="https://www.mytutor.co.uk/find-tutors">https://www.mytutor.co.uk/find-tutors</a> - quotes tutors at £20 per hour -= 1 hour/week for 6 weeks - £120	£120.00
	Reduced social isolation	Cost to the stakeholder of joining a Girlguiding group in order to socialise with peers outside of school environment and make friends. Cost includes: - £25 subs per term, so £75 per year ( <a href="https://www.willandbrownies.org.uk/information.htm">https://www.willandbrownies.org.uk/information.htm</a> ) - Uniform cost of £62.50 according to official website shop ( <a href="https://www.girlguidingshop.co.uk/products/brownies/uniform/?page=1&amp;pageId=cc120d73-bd97-45d7-8d87-6cf8496b0d54&amp;query=&amp;order=recommended">https://www.girlguidingshop.co.uk/products/brownies/uniform/?page=1&amp;pageId=cc120d73-bd97-45d7-8d87-6cf8496b0d54&amp;query=&amp;order=recommended</a> ) - £8 travel per session, 36 sessions during termtime per year	£425.50
Code clubs - Children	Sense of achievement from learning something new > Increased confidence and independence with own skills and learning	Cost to stakeholder of access to learning materials - IXL personalised learning - <a href="https://uk.ixl.com/membership/family/subscribe/monthly/maths-and-english">https://uk.ixl.com/membership/family/subscribe/monthly/maths-and-english</a> - maths and english subscription - £12.99 per month for 1 year	£155.88
	Improved problem solving skills	Cost to stakeholder of achieving problem solving skills through alternative means: 1. 12 copies per year of a children's puzzle magazine (Puzzler Q Junior puzzles magazine, £3.75 each or £45 per year) AND 2. Monthly jigsaw puzzles at £4 each ( <a href="https://www.theworks.co.uk/c/toys-and-games/jigsaws/kids-jigsaws?srsl=PriceAsc">https://www.theworks.co.uk/c/toys-and-games/jigsaws/kids-jigsaws?srsl=PriceAsc</a> )	£93.00
	Improved coding skills	Cost to stakeholder of 8 week computer programming course for beginners - <a href="https://www.cityofbristol.ac.uk/courses/programming-for-beginners/">https://www.cityofbristol.ac.uk/courses/programming-for-beginners/</a> - £300	£300.00
	Increased fun and enjoyment	Cost to the stakeholder of a children's entertainer, at a rough average of £200 according to three sources: <a href="https://www.nonstopkids.co.uk/post/the-cost-of-a-childrens-entertainer-and-how-to-save-money">https://www.nonstopkids.co.uk/post/the-cost-of-a-childrens-entertainer-and-how-to-save-money</a> , <a href="https://childrenspartylondon.co.uk/prices-kids-parties-london/">https://childrenspartylondon.co.uk/prices-kids-parties-london/</a> and <a href="https://www.birthdaypartymagician.co.uk/how-much-is-a-kids-entertainer/">https://www.birthdaypartymagician.co.uk/how-much-is-a-kids-entertainer/</a> )	£200.00
Code clubs - Parents	Parents able to have adult time > increased relaxation / quality time / reduced stress	The cost to the stakeholder of increasing their personal wellbeing and sense of relaxation through having a number of restful breaks.  This valuation is based on the cost to the stakeholder of increasing their personal wellbeing through attending four spa breaks per year at £115 each ( <a href="https://www.spaandhotelbreak.co.uk/spa-breaks/east-anglia/belstead-brook-hotel/134.html">https://www.spaandhotelbreak.co.uk/spa-breaks/east-anglia/belstead-brook-hotel/134.html</a> )	£460.00
	Improved coding skills	Cost to stakeholder of 8 week computer programming course for beginners - <a href="https://www.cityofbristol.ac.uk/courses/programming-for-beginners/">https://www.cityofbristol.ac.uk/courses/programming-for-beginners/</a> - £300	£300.00
	Improved relationships through bonding experience	The cost of quality time shared going to an interactive children's museum day trip 3 times per year. Cost includes: entrance for 1 adult and 1 child (£14.95 each); travel costs of £20 for train tickets each; lunch costs of £12 for both = £81.90 per trip, or £245.70 per year. Costs based on visiting Eureka!: <a href="https://www.eureka.org.uk/">https://www.eureka.org.uk/</a>	£245.70

# Appendix I: Full list of outcomes and values



Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
Girls and boys clubs - Teenagers	Increased friendships	Cost to the stakeholder of joining a Girlguiding group in order to socialise with peers outside of school environment and make friends. Cost includes: - £25 subs per term, so £75 per year ( <a href="https://www.willandbrownies.org.uk/information.htm">https://www.willandbrownies.org.uk/information.htm</a> ) - Uniform cost of £62.50 according to official website shop ( <a href="https://www.girlguidingshop.co.uk/products/brownies/uniform/?page=1&amp;pageId=cc120d73-bd97-45d7-8d87-6cf8496b0d54&amp;query=&amp;order=recommended">https://www.girlguidingshop.co.uk/products/brownies/uniform/?page=1&amp;pageId=cc120d73-bd97-45d7-8d87-6cf8496b0d54&amp;query=&amp;order=recommended</a> ) - £8 travel per session, 36 sessions during termtime per year	£425.50
	Increased self esteem and confidence > increased empowerment and independence	Cost of courses and trips to encourage child to develop empowerment and independence skills: 1. Online youth empowerment course Own It! ( <a href="https://www.ownityouth.com/">https://www.ownityouth.com/</a> ) for £127 2. Five day camp away with socialising, new skills and activities for £370 ( <a href="https://www.cobnor.com/summer-camps/summer-camps-residential">https://www.cobnor.com/summer-camps/summer-camps-residential</a> )	£497.00
	Increased skills	The value to a stakeholder of increasing general skills has been calculated by using the average of other financial proxies associated with the development of more specific skills: - Coding skills £300 - Improved spatial perception and motor skills £360 - Improved problem solving skills £93 - Improved creativity skills £299.70	£263.18
Girls and boys clubs - Parents	Parents able to have adult time > increased relaxation / reduced stress	The cost to the stakeholder of increasing their personal wellbeing and sense of relaxation through having a number of restful breaks.  This valuation is based on the cost to the stakeholder of increasing their personal wellbeing through attending four spa breaks per year at £115 each ( <a href="https://www.spaandhotelbreak.co.uk/spa-breaks/east-anglia/belstead-brook-hotel/134.html">https://www.spaandhotelbreak.co.uk/spa-breaks/east-anglia/belstead-brook-hotel/134.html</a> )	£460.00
Adult Education - Adults and Older people	Improved confidence in ability - Improved knowledge and skills	The value to the stakeholder of completing an adult learning course that improves knowledge or skills:  This value is taken from a report Valuing Adult Learning: Comparing Wellbeing Valuation to Contingent Valuation (Paul Dolan and Daniel Fujiwara). BIS Research Paper Number 85, Department for Business Innovation & Skills, November 2012, accessed at <a href="https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/34598/12-1127-valuing-adult-learning-comparing-wellbeing-to-contingent.pdf">https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/34598/12-1127-valuing-adult-learning-comparing-wellbeing-to-contingent.pdf</a> .	£847.00
	Life coping skills for oldest members after life / health changes or loss of partner > improved quality of life	The cost to the stakeholder of 12 counselling sessions per year to cope with bereavement and learn about coping skills at £40 per session with a focussed bereavement counsellor ( <a href="https://solacecounselling-southport.co.uk/payment.html">https://solacecounselling-southport.co.uk/payment.html</a> )	£480.00
	Improved access to social interaction > increased friendships and improved social life > reduced loneliness, anxiety and depression	Wellbeing valuation of feeling part of a community. This valuation is based on the wellbeing value of a stakeholder being a member of a social group, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: <a href="http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120">http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120</a>	£1,849.62

# Appendix I: Full list of outcomes and values



Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
<b>Adult Education - Adults and Older people (continued)</b>	Improved physical health / avoided less serious physical ailments	Cost of a gym membership: on average about £40 per month ( <a href="https://www.moneyhelper.org.uk/en/blog/everyday-money/cheap-gym-membership">https://www.moneyhelper.org.uk/en/blog/everyday-money/cheap-gym-membership</a> ) so £480 per year	£480.00
<b>BLOC activity: creative cafes - Teenagers</b>	Improved social engagement and improved personal confidence > avoided social isolation	Wellbeing valuation of feeling part of a community: This valuation is based on the wellbeing value of a stakeholder being a member of a social group, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: <a href="http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120">http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120</a>	£1,849.62
	increased ability to build relationships with trusted adults > increased access to help and support > improved relationships with adults	Cost to the stakeholder of engaging in an activity with adults which builds trust and shared enjoyment: hiring a sailing boat with four others and an instructor for a day at £250 ( <a href="https://www.cobnor.com/sailing/sailing-families-groups">https://www.cobnor.com/sailing/sailing-families-groups</a> )	£250.00
	increased creative abilities leading to arts skills > increased sense of personal achievement	The cost to the stakeholder of attending an arts/cultural/sporting event 4 times per year that would feel like a reward to oneself for being proud of contributing something useful to community. Cost is comprised of: - Return train travel to London (off-peak return from Ipswich £47.60) - Hotel in London (Travelodge for one night £90) - Tickets for cultural event (£40 for a medium priced ticket)	£710.40
	enjoyment from belonging to a skilled arts group, improved sense of belonging and feeling of doing something worthwhile	Cost of time spent volunteering to provide purpose to one's life: Cost of 2 hours per week, if paid at the National Minimum Wage as of April 2022 (£9.50) = £9.50 x 2 hours x 44 weeks = £836	£836.00
	increased opportunities to escape from other life pressures, not told what to do or feel judged > reduced anxiety from absorption into activity, leave worries behind > reduced worry and anxiety > increased quality time spent	Value of reduced anxiety through being absorbed in activity estimated as the cost to the stakeholder of increasing their personal wellbeing and sense of relaxation through having a number of restful breaks, and quality time spent:  Cost of four spa breaks per year at £115 each ( <a href="https://www.spaandhotelbreak.co.uk/spa-breaks/east-englia/belstead-brook-hotel/134.html">https://www.spaandhotelbreak.co.uk/spa-breaks/east-englia/belstead-brook-hotel/134.html</a> )  AND  Cost to the stakeholder of attending an enjoyable recreational event e.g. a live music concert: £50 ticket and travel and refreshment cost of £20 = £70, twice per year = £140	£600.00
<b>Arts Award – Teenagers</b>	Gaining an award and recognition that could act as a stepping stone towards other qualifications > increased scope for future career development	The cost to the stakeholder of attending a course to achieve a qualification in something towards a future career: £320 as a median cost of sample of distance learning courses suitable for young people ( <a href="https://www.ukdip-distance-learning.com/young-learners/courses-suitable-for-young-people/">https://www.ukdip-distance-learning.com/young-learners/courses-suitable-for-young-people/</a> )	£320.00

# Appendix I: Full list of outcomes and values



Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
<b>Arts Award – Teenagers (continued)</b>	increased creative abilities leading to arts skills > increased sense of personal achievement	The cost to the stakeholder of attending an arts/cultural/sporting event 4 times per year that would feel like a reward to oneself for being proud of contributing something useful to community. Cost is comprised of: - Return train travel to London (off-peak return from Ipswich £47.60) - Hotel in London (Travelodge for one night £90) - Tickets for cultural event (£40 for a medium priced ticket)	£710.40
	enjoyment from applying arts abilities > feeling of doing something worthwhile	Cost of time spent volunteering to provide purpose to one's life:  Cost of 2 hours per week, if paid at the National Minimum Wage as of April 2022 (£9.50) = £9.50 x 2 hours x 44 weeks = £836	£836.00
<b>Creative writing groups - Adults</b>	Increased sense of enjoyment	Cost to the stakeholder of engaging with activities for entertainment or recreation, based on the Joseph Rowntree Foundation / Loughborough University project on the Minimum Income Standard, according to the British public, of what the living standards should be that we, as a society, agree for different individuals in society. For a single female pensioner, £20 per week is allocated for doing entertainment and recreation activities 2 or 3 times per week ( <a href="https://www.lboro.ac.uk/media/www.lboro.ac.uk/content/crsp/downloads/mis2022/MIS%20budget%20for%20single%20female%20pensioner.pdf">https://www.lboro.ac.uk/media/www.lboro.ac.uk/content/crsp/downloads/mis2022/MIS%20budget%20for%20single%20female%20pensioner.pdf</a> ) = £20 * 40 weeks per year of LGBTQ+ activity = £800	£800.00
	Forming new friendships, engaging in activity with others > increased social network	Wellbeing valuation of feeling part of a community: This valuation is based on the wellbeing value of a stakeholder being a member of a social group, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: <a href="http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120">http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120</a>	£1,849.62
	improved arts abilities, skills and knowledge	The value to the stakeholder of completing an adult learning course that improves knowledge or skills:  This value is taken from a report Valuing Adult Learning: Comparing Wellbeing Valuation to Contingent Valuation (Paul Dolan and Daniel Fujiwara). BIS Research Paper Number 85, Department for Business Innovation & Skills, November 2012, accessed at <a href="https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/34598/12-1127-valuing-adult-learning-comparing-wellbeing-to-contingent.pdf">https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/34598/12-1127-valuing-adult-learning-comparing-wellbeing-to-contingent.pdf</a> .	£847.00
	Increased sense of doing something worthwhile, creative leading to sense of achievement	The cost to the stakeholder of attending an arts/cultural/sporting event 4 times per year that would feel like a reward to oneself for being proud of contributing something useful to community. Cost is comprised of: - Return train travel to London (off-peak return from Ipswich £47.60) - Hotel in London (Travelodge for one night £90) - Tickets for cultural event (£40 for a medium priced ticket)	£710.40
	Improved confidence and improved self esteem	Cost to stakeholder of life coaching sessions that provide improved feelings of self esteem:  Cost of local life coaching to improve confidence and self esteem. £50 for monthly sessions = £600 ( <a href="https://www.joraynercoaching.co.uk/fees/">https://www.joraynercoaching.co.uk/fees/</a> )	£600.00

# Appendix I: Full list of outcomes and values



Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
<b>Creative writing groups – Adults (continued)</b>	improved ability to reflect on own feelings and then share introspective thoughts with others > improved engagement with others gaining means of support	Cost to stakeholder of attending a group retreat, for £225 for a three day retreat incorporating hiking, mindfulness, meditation, and time to speak with counsellors and coaches ( <a href="https://mindovermountains.org.uk/events-1/wastwater-2022">https://mindovermountains.org.uk/events-1/wastwater-2022</a> ) .	£225.00
	Build relationships > increased ability to feel empathy with others and be means of support	Cost to the stakeholder of attending a Counselling skills training course to develop empathy and support skills: £362 ( <a href="https://courses.aclessex.com/CourseDetailsView.asp?CODE=CBC2C45Y22&amp;NAME=Counselling+Skills+Level+2&amp;ID1=9000&amp;ID2=276444&amp;ID3=1">https://courses.aclessex.com/CourseDetailsView.asp?CODE=CBC2C45Y22&amp;NAME=Counselling+Skills+Level+2&amp;ID1=9000&amp;ID2=276444&amp;ID3=1</a> )	£362.00
<b>Painting groups - Adults and Older people</b>	Increased sense of enjoyment	Cost to the stakeholder of engaging with activities for entertainment or recreation, based on the Joseph Rowntree Foundation / Loughborough University project on the Minimum Income Standard, according to the British public, of what off-peak the living standards should be that we, as a society, agree for different individuals in society. For a single female pensioner, £20 per week is allocated for doing entertainment and recreation activities 2 or 3 times per week ( <a href="https://www.lboro.ac.uk/media/wwwwlboroacuk/content/crsp/downloads/mis2022/MIS%20budget%20for%20single%20female%20pensioner.pdf">https://www.lboro.ac.uk/media/wwwwlboroacuk/content/crsp/downloads/mis2022/MIS%20budget%20for%20single%20female%20pensioner.pdf</a> ) = £20 * 40 weeks per year of LGBTQ+ activity = £800	£800.00
	Forming new friendships, engaging in activity with others > increased social network	Wellbeing valuation of feeling part of a community: This valuation is based on the wellbeing value of a stakeholder being a member of a social group, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: <a href="http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120">http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120</a>	£1,849.62
	improved arts abilities, skills and knowledge	The value to the stakeholder of completing an adult learning course that improves knowledge or skills: This value is taken from a report Valuing Adult Learning: Comparing Wellbeing Valuation to Contingent Valuation (Paul Dolan and Daniel Fujiwara). BIS Research Paper Number 85, Department for Business Innovation & Skills, November 2012, accessed at <a href="https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/34598/12-1127-valuing-adult-learning-comparing-wellbeing-to-contingent.pdf">https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/34598/12-1127-valuing-adult-learning-comparing-wellbeing-to-contingent.pdf</a> .	£847.00
	Increased sense of doing something worthwhile, creative leading to sense of achievement	The cost to the stakeholder of attending an arts/cultural/sporting event 4 times per year that would feel like a reward to oneself for being proud of contributing something useful to community. Cost is comprised of: - Return train travel to London (off-peak return from Ipswich £47.60) - Hotel in London (Travelodge for one night £90) - Tickets for cultural event (£40 for a medium priced ticket)	£710.40



# Appendix I: Full list of outcomes and values



Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
Singing groups / choirs - Adults	Increased sense of enjoyment	Cost to the stakeholder of engaging with activities for entertainment or recreation, based on the Joseph Rowntree Foundation / Loughborough University project on the Minimum Income Standard, according to the British public, of what off-peak the living standards should be that we, as a society, agree for different individuals in society. For a single female pensioner, £20 per week is allocated for doing entertainment and recreation activities 2 or 3 times per week ( <a href="https://www.lboro.ac.uk/media/www.lboro.ac.uk/content/crsp/downloads/mis2022/MIS%20budget%20for%20single%20female%20pensioner.pdf">https://www.lboro.ac.uk/media/www.lboro.ac.uk/content/crsp/downloads/mis2022/MIS%20budget%20for%20single%20female%20pensioner.pdf</a> ) = £20 * 40 weeks per year of LGBTQ+ activity = £800	£800.00
	Forming new friendships, engaging in activity with others > increased social network	Wellbeing valuation of feeling part of a community: This valuation is based on the wellbeing value of a stakeholder being a member of a social group, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: <a href="http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120">http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120</a>	£1,849.62
	improved arts abilities, skills and knowledge	The value to the stakeholder of completing an adult learning course that improves knowledge or skills:  This value is taken from a report Valuing Adult Learning: Comparing Wellbeing Valuation to Contingent Valuation (Paul Dolan and Daniel Fujiwara). BIS Research Paper Number 85, Department for Business Innovation & Skills, November 2012, accessed at <a href="https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/34598/12-1127-valuing-adult-learning-comparing-wellbeing-to-contingent.pdf">https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/34598/12-1127-valuing-adult-learning-comparing-wellbeing-to-contingent.pdf</a> .	£847.00
	Increased sense of doing something worthwhile, creative leading to sense of achievement	The cost to the stakeholder of attending an arts/cultural/sporting event 4 times per year that would feel like a reward to oneself for being proud of contributing something useful to community. Cost is comprised of: - Return train travel to London (off-peak return from Ipswich £47.60) - Hotel in London (Travelodge for one night £90) - Tickets for cultural event (£40 for a medium priced ticket)	£710.40
Open Space wellbeing - Adults	Reduced isolation and loneliness	Wellbeing valuation for feeling of belonging to community based on the wellbeing value of a stakeholder being a member of a social group, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: <a href="http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120">http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120</a>	£1,849.62
	Reduced feelings of depression and anxiety improved mental health	WEMWBS wellbeing valuation. SWEMWBS values moving from category 4 to category 5 - scale of improved well-being = well-being value of £17,561 to £21,049	£3,488.00
	Avoiding relapse in substance abuse and other psychological disorders	Cost to stakeholder of weekly drugs / alcohol abuse counselling sessions - fortnightly counselling at an average rate of £49 per session over a year: £49 x 26 weeks = £1,274 ( <a href="https://www.relate.org.uk/about-us/faqs/how-much-does-counselling-cost">https://www.relate.org.uk/about-us/faqs/how-much-does-counselling-cost</a> )	£1,274.00

# Appendix I: Full list of outcomes and values



Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
Open Space wellbeing – Adults (continued)	Increased sense of self-worth and improved self image / self esteem > Increased levels of confidence - more able to deal with problems - more able to take decisions for self > improved independence	Cost of local life coaching to improve confidence. £45 for fortnightly sessions (26 weeks per year) = £1170 ( <a href="https://www.joraynercoaching.co.uk/fees/">https://www.joraynercoaching.co.uk/fees/</a> )	£1,170.00
	Opportunity to learn > New skills acquired	Cost to stakeholder of attending weekly classes that will provide stakeholder with new skills (e.g. art classes, sports etc) - £20 x 44 weeks = £880 ( <a href="http://edsartclasses.com/rushmere-art-class-monday-mornings/">http://edsartclasses.com/rushmere-art-class-monday-mornings/</a> )	£880.00
	Improved social and friendship network/social life and social circle outside group > Improved practical and emotional support leading to gaining better coping skills	1. Cost to stakeholder of socialising with others in a group scenario once per week 2. Cost to stakeholder of attending regular CBT sessions. Estimated cost of taxi to/from a venue plus a cup of tea and cake = £15 for 44 weeks in the year = £660 plus weekly CBT sessions of £45/session - £45 x 44 weeks = £1980 ( <a href="https://mindfulnesscounsellingsuffolk.co.uk/contact.html">https://mindfulnesscounsellingsuffolk.co.uk/contact.html</a> )	£2,640.00
	Increase in feeling useful part of something > Sense of altruism > Improved sense of purpose	Cost of time spent volunteering. Cost of 2 hours per week, if paid at the National Minimum Wage as of April 2019 (£8.21) = £8.21 x 44 weeks = £722.48	£722.48
	increased access to proper medical advice > increased likelihood of receiving proper medical support - Better able to manage medication - avoid relapse - fewer episodes (mental health issues)	Cost to stakeholder of treating a mental health episode privately, reflecting the value of avoiding relapse. Cost of one week of basic rehabilitation ( <a href="https://www.uk-rehab.com/rehab/how-much-does-rehab-cost/">https://www.uk-rehab.com/rehab/how-much-does-rehab-cost/</a> )	£1,000.00
	Gain skills on healthy living - improved physical health and feeling of improved quality of life/well-being	Cost to stakeholder of personal trainer sessions. Cost of monthly personal training sessions £35 x 12 monthly = £420	£420.00
Open Space wellbeing - Family	Reduced levels of worry and anxiety over their loved one	Wellbeing value of modest improvement on the WEMWBS scale moving from category 6 to category 7 = well-being value of £22944 to £24225	£1,281.00
	Increased levels of own happiness and wellbeing	Cost to the stakeholder of going on holiday by themselves as a treat. Cost of a weeks' holiday to Europe (Rhodes, Spain): +- £646.18 (flights and accommodation + car hire) + £380 spending money (food, drink, recreational activities)	£1,026.18
Me, Myself and Baby (Stay & Play) - Babies & Toddlers	interacting with other children > improved engagement / social skills	Cost of mother and baby going to a play area once per week including transport to meet with other carers and babies. Estimated cost: Taxi to and from venue (£8 x 2 = £16) + entrance fee for toddler (£5.40) = £21.40. Assume would only go 44 weeks a year including breaks for Christmas, Easter and over the summer: £21.40 x 44 ( <a href="https://www.acleisure.com/energy/">https://www.acleisure.com/energy/</a> )	£941.60

# Appendix I: Full list of outcomes and values



Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
<b>Me, Myself and Baby (Stay &amp; Play) - Babies &amp; Toddlers (continued)</b>	increased confidence outside home environment > able to interact away from parent > improved independence	Cost of different holiday experience where child is in completely unfamiliar and completely different surroundings. Average holiday cost per person for a UK family: £227. Both child and carer on holiday = £227 x 2 = £454 ( <a href="https://www.evolutionmoney.co.uk/our-loans/holiday-loan/much-people-spend-holiday-advice">https://www.evolutionmoney.co.uk/our-loans/holiday-loan/much-people-spend-holiday-advice</a> )	£454.00
	improved learning through play	Cost of buying new tapes or toys for baby once per week. Average cost of new toy: £5-£20: Average taken at £15 x 44 weeks ( <a href="https://www.amazon.co.uk/slp/hand-puppets-for-kids/53hg8dxg6svp6k">https://www.amazon.co.uk/slp/hand-puppets-for-kids/53hg8dxg6svp6k</a> )	£660.00
<b>Me, Myself and Baby (Stay &amp; Play) - Adults</b>	social connections with other adults/increased contact with other parents outside group > reduced loneliness	Wellbeing valuation of feeling part of a community: This valuation is based on the wellbeing value of a stakeholder being a member of a social group, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: <a href="http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120">http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120</a>	£1,849.62
	seek support from other mums and increased problem solving and learning from others' experiences > feel more capable	Cost of counselling or CBT sessions and a parenting workshop at £325 ( <a href="https://www.theparentingpartnership.com/parents-whats-on">https://www.theparentingpartnership.com/parents-whats-on</a> ) plus counselling sessions once per month at an average cost of £49 ( <a href="https://www.relate.org.uk/about-us/faqs/how-much-does-counselling-cost">https://www.relate.org.uk/about-us/faqs/how-much-does-counselling-cost</a> ) so £325 + (£49 x 12 months per year) = £913	£913.00
	affordable sessions for free > reduced costs and less pressure on personal budget	Cost of attending a weekly play session for 1 child and 1 adult - £5 each for entry per session for a local indoor play area ( <a href="https://play2day.biz/">https://play2day.biz/</a> ) so £10 per week for 40 weeks per year.	£400.00
	avoided guilt/worry about being unable to always afford latest toys	The cost to the stakeholder of spending money on new toys to avoid feeling guilty. Cost based on the average spend on toys for children aged 1 in a year ( <a href="https://www.preschoolnews.net/uk-consumers-spend-more-than-365-on-newborn-and-toddler-toys/">https://www.preschoolnews.net/uk-consumers-spend-more-than-365-on-newborn-and-toddler-toys/</a> )	£208.00
	avoided poor mental health from feeling of being stuck at home to mind baby	Wellbeing valuation of improved wellbeing: SWEMWBS values moving from category 8 to category 9 - scale of improved well-being = well-being value of £24,877 to £25,480	£603.00
<b>Sharing stories - Adults with additional needs</b>	Increased learning of new skills and improved ability to adapt to new situations in life	Cost to stakeholder of attending a group retreat, for £225 for a three day retreat incorporating hiking, mindfulness, meditation, and time to speak with counsellors and coaches ( <a href="https://mindovermountains.org.uk/events-1/wastwater-2022">https://mindovermountains.org.uk/events-1/wastwater-2022</a> )	£225.00
	Increased social confidence	Cost if stakeholder had to pay for Cognitive Behavioural Therapy to deal with social interaction anxiety / social phobia: PSSRU Unit Costs of Health and Social Care 2021 - cost of CBT is £106 per session. - estimate 8 sessions over 1 year	£848.00

# Appendix I: Full list of outcomes and values



Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
<b>Sharing stories - Adults with additional needs (continued)</b>	Increased feelings of safety > increased feeling of belonging	Wellbeing valuation of feeling part of a community. This valuation is based on the wellbeing value of a stakeholder being a member of a social group, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: <a href="http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120">http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120</a>	£1,849.62
	Increased enjoyment and improved mood > Improved mental health	Wellbeing valuation of improved wellbeing: SWEMWBS values moving from category 8 to category 9 - scale of improved well-being = well-being value of £24,877 to £25,480	£603.00
<b>Sharing stories - Adults with dementia</b>	Improved connection with family > improved family relationships	The cost to the stakeholder of improving family relationships through regular outings as a family.  This valuation is based on the cost to the stakeholder of 6 day trips per year, to be taken every other month. The cost of a day trip has been estimated at £100 for 2 adults and 2 children on average. This is based on Barnardo's research into the average cost of a family day at the seaside ( <a href="https://www.barnardos.org.uk/news/Poor_families_wave_goodbye_to_Bank_Holiday_beach_trip/latest-news.htm?ref=98360">https://www.barnardos.org.uk/news/Poor_families_wave_goodbye_to_Bank_Holiday_beach_trip/latest-news.htm?ref=98360</a> ) and family tickets plus some allowance for travelling for a popular zoo ( <a href="https://shop.chesterzoo.org/bookings/standard/dynamic.aspx">https://shop.chesterzoo.org/bookings/standard/dynamic.aspx</a> ).	£600.00
	improved life quality through reliving happy aspects of past life	Cost to the stakeholder of attending a meditation weekend retreat to reflect, connect and reminisce on self and life. £100 per retreat, and 2 retreats per year ( <a href="https://dhanakosa.com/retreats">https://dhanakosa.com/retreats</a> )	£200.00
<b>MacMillan groups - Adults</b>	People experience an increase in network specifically related to their health concern > reduction in social isolation	This valuation is based on the wellbeing value of a stakeholder being a member of a social group, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: <a href="http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120">http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120</a>	£1,850.00
	Improved ability to cope, increased feelings that they are facing up to health problem > reduced levels of stress	This valuation is based on the cost to the stakeholder of attending a stress management course (£345 for one session - <a href="https://www.managingstress.com/course-dates-and-fees">https://www.managingstress.com/course-dates-and-fees</a> ), plus hour long sessions with a counsellor (1 session per month for 4 months) experienced in cognitive behavioural therapy for anxiety at £110 per session ( <a href="https://www.surreycognitivetherapist.com/costs/">https://www.surreycognitivetherapist.com/costs/</a> ) = 110x 4 £440 + £345 = £785	£785.00
	Improved financial position > reduced financial anxiety	This valuation is based on the cost of attending a course on an Introduction to welfare benefits, at £260 + VAT per place (£312) <a href="https://www.adviceuk.org.uk/products-and-services/training/advice-agencies-for-advisers/introduction-to-welfare-benefits-2-days/">https://www.adviceuk.org.uk/products-and-services/training/advice-agencies-for-advisers/introduction-to-welfare-benefits-2-days/</a> . Reduced stress aspect of outcome not valued because same was valued above.	£312.00

# Appendix I: Full list of outcomes and values



Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
MacMillan groups - Relatives	Reduced financial worry	This valuation is based on the wellbeing value of a stakeholder being debt free, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: <a href="http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120">http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120</a>	£1,593.00
	Improved ability to cope with stress and worry about loved one > reduced strain on mental health	This valuation is based on the cost to the stakeholder of attending a stress management course (£345 for one session - <a href="https://www.managingstress.com/course-dates-and-fees">https://www.managingstress.com/course-dates-and-fees</a> ), plus hour long sessions with a counsellor (1 session per month for 4 months) experienced in cognitive behavioural therapy for anxiety at £110 per session ( <a href="https://www.surreycognitivetherapist.com/costs/">https://www.surreycognitivetherapist.com/costs/</a> ) = 110x4 £440 + £345 = £785	£785.00
Chat n Chill - Adults	Increased friendships and support network > reduced loneliness and isolation	Wellbeing valuation of feeling part of a community. This valuation is based on the wellbeing value of a stakeholder being a member of a social group, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: <a href="http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120">http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120</a>	£1,849.62
	Improved ability to communicate with and understand others	Cost to stakeholder of attending a group retreat, for £225 for a three day retreat incorporating hiking, mindfulness, meditation, and time to speak with counsellors and coaches ( <a href="https://mindovermountains.org.uk/events-1/wastwater-2022">https://mindovermountains.org.uk/events-1/wastwater-2022</a> )	£225.00
	Improved ability to adapt and integrate into community > increased feeling of belonging to community	Already valued in outcome above regarding social isolation	
	Increased confidence to engage in everyday tasks in new place	Cost of local life coaching to improve confidence. £45 for fortnightly sessions (26 weeks per year) = £1170 ( <a href="https://www.joraynercoaching.co.uk/fees/">https://www.joraynercoaching.co.uk/fees/</a> )	£1,170.00
	Improved mood > improved mental health	Wellbeing valuation of improved wellbeing: SWEMVBS values moving from category 8 to category 9 - scale of improved well-being = well-being value of £24,877 to £25,480	£603.00
	Increased skills	The value to the stakeholder of completing an adult learning course that improves knowledge or skills: This value is taken from a report Valuing Adult Learning: Comparing Wellbeing Valuation to Contingent Valuation (Paul Dolan and Daniel Fujiwara). BIS Research Paper Number 85, Department for Business Innovation & Skills, November 2012, accessed at <a href="https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/34598/12-1127-valuing-adult-learning-comparing-wellbeing-to-contingent.pdf">https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/34598/12-1127-valuing-adult-learning-comparing-wellbeing-to-contingent.pdf</a>	£847.00



# Appendix I: Full list of outcomes and values



Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
<b>Chat n Chill – Adults (continued)</b>	Improved knowledge of local area	Cost of a regional tour guide of £75 per hour ( <a href="https://www.tourthecotswolds.co.uk/prices">https://www.tourthecotswolds.co.uk/prices</a> ) for one hour, 4 times per year in order to find out about local area, events and recommendations	£300.00
<b>Jumpstart Fitness and well being – Adults</b>	More likely to engage in other physical health activities > increased physical strength and fitness	1. Cost to stakeholder of engaging in walking club once per month: Monthly membership fees to Ramblers (£3.35 x 12 = £40.20) + **estimated cost of getting to/from starting point for weekly walk: (£10 x 44 weeks) = £480.20  2. Cost of a gym membership: on average about £40 per month ( <a href="https://www.moneyhelper.org.uk/en/blog/everyday-money/cheap-gym-membership">https://www.moneyhelper.org.uk/en/blog/everyday-money/cheap-gym-membership</a> ) so £480 per year	£960.40
	Increased quality of life	Cost of electronic calendar software - Power diary software cost is £208 per annum: <a href="https://www.powerdiary.com/uk/pricing/">https://www.powerdiary.com/uk/pricing/</a> + £10 per week travel and fees cost of weekly leisure class over 46 weeks = £460	£668.00
	Increased mental wellbeing	Cost to the stakeholder of engaging with activities for entertainment or recreation, based on the Joseph Rowntree Foundation / Loughborough University project on the Minimum Income Standard, according to the British public, of what career the living standards should be that we, as a society, agree for different individuals in society. For a single female pensioner, £20 per week is allocated for doing entertainment and recreation activities 2 or 3 times per week ( <a href="http://Minimum Income Standard   Centre for Research in Social Policy   Loughborough University (lboro.ac.uk)">Minimum Income Standard   Centre for Research in Social Policy   Loughborough University (lboro.ac.uk)</a> ) = £20 * 40 weeks per year of friends groups activity = £800	£800.00
	Feeling more part of a community and connection to one another and reduced social isolation	Wellbeing valuation of feeling part of a community: This valuation is based on the wellbeing value of a stakeholder being a member of a social group, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: <a href="http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120">http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120</a>	£1,849.62
	Increased family quality time	The cost to the stakeholder of improving family relationships through regular outings as a family. This valuation is based on the cost to the stakeholder of 6 day trips per year, to be taken every other month. The cost of a day trip has been estimated at £100 for 2 adults and 2 children on average. This is based on Barnardo's research into the average cost of a family day at the seaside ( <a href="https://www.barnardos.org.uk/news/Poor_families_wave_goodbye_to_Bank_Holiday_beach_trip/latest-news.htm?ref=98360">https://www.barnardos.org.uk/news/Poor_families_wave_goodbye_to_Bank_Holiday_beach_trip/latest-news.htm?ref=98360</a> ) and family tickets plus some allowance for travelling for a popular zoo ( <a href="https://shop.chesterzoo.org/bookings/standard/dynamic.aspx">https://shop.chesterzoo.org/bookings/standard/dynamic.aspx</a> ).	£600.00
	Increased motivation	The cost to the stakeholder of attending a TEDx event twice per year that would increase sense of motivation and commitment to a cause. Cost is comprised of: - Transport to event (£100 return ticket) - Event itself (£30, based on median of TEDx events in October with prices available) - Accommodation for one night and refreshments (£100)	£460.00

# Appendix I: Full list of outcomes and values



Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
Walk, Snap and Chat and other physical activity groups - Adults	Increased physical strength and fitness	1. Cost to stakeholder of engaging in walking club once per month: Monthly membership fees to Ramblers (£3.35 x 12 = £40.20) + **estimated cost of getting to/from starting point for monthly walk: (£10 x 12 months) = £160.20	£160.20
	Increased structure for week > improved quality of life	Cost of electronic calendar software - Power diary software cost is £208 per annum: <a href="https://www.powerdiary.com/uk/pricing/">https://www.powerdiary.com/uk/pricing/</a> + £10 per week travel and fees cost of weekly leisure class over 46 weeks = £460	£668.00
	Increased mental wellbeing	Cost to the stakeholder of engaging with activities for entertainment or recreation, based on the Joseph Rowntree Foundation / Loughborough University project on the Minimum Income Standard, according to the British public, of what career the living standards should be that we, as a society, agree for different individuals in society. For a single female pensioner, £20 per week is allocated for doing entertainment and recreation activities 2 or 3 times per week ( <a href="https://www.lboro.ac.uk/media/www/lboro.ac.uk/content/crsp/downloads/mis2022/MIS%20budget%20for%20single%20female%20pensioner.pdf">https://www.lboro.ac.uk/media/www/lboro.ac.uk/content/crsp/downloads/mis2022/MIS%20budget%20for%20single%20female%20pensioner.pdf</a> ) = £20 * 40 weeks per year of friends groups activity = £800	£800.00
	Increased connection with others, feeling part of something, and improved (increased) friendships > Reduced loneliness and isolation	Wellbeing valuation of feeling part of a community. This valuation is based on the wellbeing value of a stakeholder being a member of a social group, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: <a href="http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120">http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120</a>	£1,849.62
NHS outcomes	Fewer hospital admissions for mental health assessments	The cost of a hospital admission for mental health assessment - Cost of mental health care per bed day is £410 - and assuming 3 day hospital stay to complete mental health assessment, observation and treatment - PSSRU 2018 p35	£1,230.00
	fewer out-patient visits for physical ailments	Average cost of an out-patient day treatment - Cost of out-patient services (weighted average for day cases) £745 PSSRU 2018 p89	£745.00
	Fewer GP mental health related consultations/visits relating to anxiety / depression	Cost of GP consultation and medication - GP consultation with patient £37.40 + prescription costs £33.30 PSSRU 2018 p127 - assuming reduction of 4 consultations in year = £67.70 X4 £270.80	£270.80
	Reduced dementia care	PSSRU - Unit Costs of Health and Social Care 2021 - The cost of diagnosis and early support in patients with cognitive decline - median £1684	£1,684.00
	Fewer hospital admission for alcohol or substance abuse	Cost of stay in hospital treating substance abuse - Cost of alcohol services admitted (per bed day) £453 assuming 3 day hospital stay. PSSRU 2018 p49	£1,359.00

# Appendix I: Full list of outcomes and values



Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
NHS outcomes	Fewer GP visits on medication mishaps/queries	Cost of GP consultation and medication.	£270.80
	Reduced cancer care engagements	Cost of counselling related to cancer information - PSSRU - Unit Costs of Health and Social Care 2021 - average cost per client-related hour £101 - estimated 1 hour of contact on 2 occasions	£202.00
	Reduced treatments/avoided physical ailments due to increased physical activity	Average cost of an out-patient day treatment - Cost of out-patient services (weighted average for day cases) £745 PSSRU 2018 p89	£745.00
	Reduced resource	The cost to the state of providing a GP appointment 5 times in a baby's first year in order to use the baby weigh facilities at the GP surgery.  According to PSSRU Unit Costs database 2021, available at <a href="#">Unit Costs of Health and Social Care 2021 - Kent Academic Repository</a> , cost per patient consultation of 9.22 minutes is £33.19	£165.95
Non use value	Gain quality of life satisfaction from living in and being associated with a neighbourhood where a varied range of library services are available but don't use	WTP valuation of local library services - MORE THAN A GOOD BOOK: CONTINGENT VALUATION OF PUBLIC LIBRARY SERVICES IN ENGLAND - Average Annual WTP per person £10.30 By Daniel Fujiwara, Ricky N. Lawton and Susana Mourato	£452,583.65

# Appendix I: Full list of outcomes and values



## Activity area 2: Lending resources, guidance, information and signposting

Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
Books, Magazines and Newspapers - Adults	Improved mental/cognitive stimulation > Improved perceived cognitive function/avoided cognitive decline	Cost to the stakeholder of attending a weekly social activity  Estimated cost of going to a monthly pub quiz (£10 for drinks and snacks + £5 entry + £10 taxi there and back = £25 x 12 months = £300	£300.00
	Improved physical activity	Cost to stakeholder of engaging in walking club once per month  Monthly membership fees to Ramblers (£3.35 x 12 = £40.20) + **estimated cost of getting to/from starting point for weekly walk: (£10 x 44 weeks) = £480.20	£480.20
	Gain more enjoyment and fulfillment from reading > more fulfilled leisure time use	Wellbeing valuation of having a hobby: This valuation is based on the wellbeing value of a stakeholder having a hobby, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: <a href="http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120">http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120</a>	£1,515.00
	Increased knowledge of local and world events > feeling more informed	1. Cost to stakeholder of an annual subscription to a newspaper - Financial Times digital subscription of £319 per year in October 2022 ( <a href="https://www.ft.com/products">https://www.ft.com/products</a> ) 2. Cost of attending a formalised group - Philosophy in pubs - group discussions on a range of current affairs / current topics. Travel and refreshments costs to attend monthly meeting - £10 travel cost and £15 refreshments cost £25 x 12 = £300	£619.00
	Increased skills	Cost to stakeholder of attending a course to provide increased hobbies skills: cost of a half day cooking course of £125 ( <a href="https://www.thecookingacademy.co.uk/our-classes/">https://www.thecookingacademy.co.uk/our-classes/</a> ) and five hours worth of French group classes at £139 ( <a href="https://www.institut-francais.org.uk/french-courses/french-group-courses/">https://www.institut-francais.org.uk/french-courses/french-group-courses/</a> )	£264.00
	Avoided cost of buying books, newspapers, magazines etc.	Cost to stakeholder of purchasing: 1. One book per month at cost of £8.99 (standard price for a paperback in the fiction book chart in October 2022) 2. Two newspapers per week (one midweek local newspaper at £1.05 for East Anglian Daily Times, one weekend newspaper at £3.50 for Sunday Times)  So 12(8.99)+52(1.05+3.50)= £344.48	£344.48

# Appendix I: Full list of outcomes and values



Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
Books, Magazines and Newspapers – Adults (continued)	Increased quality family time together > improved interaction/relationships	<p>The cost to the stakeholder of improving family relationships through regular outings as a family.</p> <p>This valuation is based on the cost to the stakeholder of 6 day trips per year, to be taken every other month. The cost of a day trip has been estimated at £100 for 2 adults and 2 children on average. This is based on Barnardo's research into the average cost of a family day at the seaside (<a href="https://www.barnardos.org.uk/news/Poor_families_wave_goodbye_to_Bank_Holiday_beach_trip/latest-news.htm?ref=98360">https://www.barnardos.org.uk/news/Poor_families_wave_goodbye_to_Bank_Holiday_beach_trip/latest-news.htm?ref=98360</a>) and family tickets plus some allowance for travelling for a popular zoo (<a href="https://shop.chesterzoo.org/bookings/standard/dynamic.aspx">https://shop.chesterzoo.org/bookings/standard/dynamic.aspx</a>)</p>	£600.00
	Gain more enjoyment and fulfillment from reading > more fulfilled leisure time use	<p>Wellbeing valuation of having a hobby: This valuation is based on the wellbeing value of a stakeholder having a hobby, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: <a href="http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120">http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120</a></p>	£1,515.00
Books, Magazines and Newspapers - Children including schoolchildren	Increased knowledge and skills	<p>Cost to stakeholder of attending a course to provide increased hobby skills: cost of a half day cooking course of £125 (<a href="https://www.thecookingacademy.co.uk/our-classes/">https://www.thecookingacademy.co.uk/our-classes/</a>) and five hours worth of French group classes at £139 (<a href="https://www.institut-francais.org.uk/french-courses/french-group-courses/">https://www.institut-francais.org.uk/french-courses/french-group-courses/</a>)</p>	£264.00
	Increased familiarity with purpose of a library and its surroundings > increased likelihood to use library in future > improved access to information, knowledge and skills	<p>Cost to stakeholder of an annual subscription to an online encyclopedia (Encyclopaedia Britannica at \$74.95 per year or £66.14 as of October 2022)</p> <p>AND</p> <p>Cost to stakeholder of attending a 7 week session of art classes over the whole year (£87.50 for one session at Art Room Brighton <a href="https://www.artroombrighton.co.uk/dates-fees/">https://www.artroombrighton.co.uk/dates-fees/</a>)</p>	£153.64
	Increased quality family time together > improved interaction/relationships	<p>The cost to the stakeholder of improving family relationships through regular outings as a family.</p> <p>This valuation is based on the cost to the stakeholder of 6 day trips per year, to be taken every other month. The cost of a day trip has been estimated at £100 for 2 adults and 2 children on average. This is based on Barnardo's research into the average cost of a family day at the seaside (<a href="https://www.barnardos.org.uk/news/Poor_families_wave_goodbye_to_Bank_Holiday_beach_trip/latest-news.htm?ref=98360">https://www.barnardos.org.uk/news/Poor_families_wave_goodbye_to_Bank_Holiday_beach_trip/latest-news.htm?ref=98360</a>) and family tickets plus some allowance for travelling for a popular zoo (<a href="https://shop.chesterzoo.org/bookings/standard/dynamic.aspx">https://shop.chesterzoo.org/bookings/standard/dynamic.aspx</a>).</p>	£600.00



# Appendix I: Full list of outcomes and values



Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
Care home service - Older people	Improved mental/cognitive stimulation > Improved perceived cognitive function/avoided cognitive decline	Cost to the stakeholder of attending a weekly social activity  Estimated cost of going to a monthly pub quiz (£10 for drinks and snacks + £5 entry + £10 taxi there and back = £25 x 12 months = £300	£300.00
	Gain more enjoyment and fulfillment from reading > more fulfilled leisure time use	Wellbeing valuation of having a hobby: This valuation is based on the wellbeing value of a stakeholder having a hobby, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: <a href="http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120">http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120</a>	£1,515.00
	Increased knowledge of local and world events > feeling more informed	1. Cost to stakeholder of an annual subscription to a newspaper - Financial Times digital subscription of £319 per year in October 2022 ( <a href="https://www.ft.com/products">https://www.ft.com/products</a> ) 2. Cost of attending a formalised group - Philosophy in pubs - group discussions on a range of current affairs / current topics. Travel and refreshments costs to attend monthly meeting - £10 travel cost and £15 refreshments cost £25 x 12 = £300	£619.00
	Increased skills	Cost to stakeholder of attending a course to provide increased hobby skills: cost of a half day cooking course of £125 ( <a href="https://www.thecookingacademy.co.uk/our-classes/">https://www.thecookingacademy.co.uk/our-classes/</a> ) and five hours worth of French group classes at £139 ( <a href="https://www.institut-francais.org.uk/french-courses/french-group-courses/">https://www.institut-francais.org.uk/french-courses/french-group-courses/</a> )	£264.00
	Avoided cost of buying books, newspapers, magazines etc.	Cost to stakeholder of purchasing: 1. One book per month at cost of £8.99 (standard price for a paperback in the fiction book chart in October 2022) 2. Two newspapers per week (one midweek local newspaper at £1.05 for East Anglian Daily Times, one weekend newspaper at £3.50 for Sunday Times)  So $12(8.99) + 52(1.05 + 3.50) = £344.48$	£344.48
Home delivery service - Older people	Improved mental/cognitive stimulation > Improved perceived cognitive function/avoided cognitive decline	Cost to the stakeholder of attending a weekly social activity  Estimated cost of going to a monthly pub quiz (£10 for drinks and snacks + £5 entry + £10 taxi there and back = £25 x 12 months = £300	£300.00
	Gain more enjoyment and fulfillment from reading > more fulfilled leisure time use	Wellbeing valuation of having a hobby: This valuation is based on the wellbeing value of a stakeholder having a hobby, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: <a href="http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120">http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120</a>	£1,515.00

# Appendix I: Full list of outcomes and values



Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
Home delivery service - Older people (continued)	Increased knowledge of local and world events > feeling more informed	1. Cost to stakeholder of an annual subscription to a newspaper - Financial Times digital subscription of £319 per year in October 2022 ( <a href="https://www.ft.com/products">https://www.ft.com/products</a> ) 2. Cost of attending a formalised group - Philosophy in pubs - group discussions on a range of current affairs / current topics. Travel and refreshments costs to attend monthly meeting - £10 travel cost and £15 refreshments cost £25 x 12 = £300	£619.00
	Increased skills	Cost to stakeholder of attending a course to provide increased hobby skills: cost of a half day cooking course of £125 ( <a href="https://www.thecookingacademy.co.uk/our-classes/">https://www.thecookingacademy.co.uk/our-classes/</a> ) and five hours worth of French group classes at £139 ( <a href="https://www.institut-francais.org.uk/french-courses/french-group-courses/">https://www.institut-francais.org.uk/french-courses/french-group-courses/</a> )	£264.00
	Avoided cost of buying books, newspapers, magazines etc.	Cost to stakeholder of purchasing: 1. One book per month at cost of £8.99 (standard price for a paperback in the fiction book chart in October 2022) 2. Two newspapers per week (one midweek local newspaper at £1.05 for East Anglian Daily Times, one weekend newspaper at £3.50 for Sunday Times)  So $12(8.99) + 52(1.05 + 3.50) = £344.48$	£344.48
Mobile library service - Older people	Improved mental/cognitive stimulation > Improved perceived cognitive function/avoided cognitive decline	Cost to the stakeholder of attending a weekly social activity  Estimated cost of going to a monthly pub quiz (£10 for drinks and snacks + £5 entry + £10 taxi there and back = £25 x 12 months = £300	£300.00
	Gain more enjoyment and fulfillment from reading > more fulfilled leisure time use	Wellbeing valuation of having a hobby: This valuation is based on the wellbeing value of a stakeholder having a hobby, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: <a href="http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120">http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120</a>	£1,515.00
	Increased knowledge of local and world events > feeling more informed	1. Cost to stakeholder of an annual subscription to a newspaper - Financial Times digital subscription of £319 per year in October 2022 ( <a href="https://www.ft.com/products">https://www.ft.com/products</a> ) 2. Cost of attending a formalised group - Philosophy in pubs - group discussions on a range of current affairs / current topics. Travel and refreshments costs to attend monthly meeting - £10 travel cost and £15 refreshments cost £25 x 12 = £300	£619.00
	Increased skills	Cost to stakeholder of attending a course to provide increased hobby skills: cost of a half day cooking course of £125 ( <a href="https://www.thecookingacademy.co.uk/our-classes/">https://www.thecookingacademy.co.uk/our-classes/</a> ) and five hours worth of French group classes at £139 ( <a href="https://www.institut-francais.org.uk/french-courses/french-group-courses/">https://www.institut-francais.org.uk/french-courses/french-group-courses/</a> )	£264.00

# Appendix I: Full list of outcomes and values



Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
Mobile library service - Older people (continued)	Avoided cost of buying books, newspapers, magazines etc.	Cost to stakeholder of purchasing: 1. One book per month at cost of £8.99 (standard price for a paperback in the fiction book chart in October 2022) 2. Two newspapers per week (one midweek local newspaper at £1.05 for East Anglian Daily Times, one weekend newspaper at £3.50 for Sunday Times)  So $12(8.99)+52(1.05+3.50)=£344.48$	£344.48
Reserve collection - Adults	Improved mental/cognitive stimulation > Improved perceived cognitive function/avoided cognitive decline	Cost to the stakeholder of attending a weekly social activity  Estimated cost of going to a monthly pub quiz (£10 for drinks and snacks + £5 entry + £10 taxi there and back = £25 x 12 months = £300)	£300.00
	Improved physical activity	Cost to stakeholder of engaging in walking club once per month  Monthly membership fees to Ramblers (£3.35 x 12 = £40.20) + **estimated cost of getting to/from starting point for weekly walk: (£10 x 44 weeks) = £480.20	£480.20
	Gain more enjoyment and fulfillment from reading > more fulfilled leisure time use	Wellbeing valuation of having a hobby: This valuation is based on the wellbeing value of a stakeholder having a hobby, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: <a href="http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120">http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120</a>	£1,515.00
	Increased knowledge of local and world events > feeling more informed	1. Cost to stakeholder of an annual subscription to a newspaper - Financial Times digital subscription of £319 per year in October 2022 ( <a href="https://www.ft.com/products">https://www.ft.com/products</a> ) 2. Cost of attending a formalised group - Philosophy in pubs - group discussions on a range of current affairs / current topics. Travel and refreshments costs to attend monthly meeting - £10 travel cost and £15 refreshments cost £25 x 12 = £300	£619.00
	Increased skills	Cost to stakeholder of attending a course to provide increased hobby skills: cost of a half day cooking course of £125 ( <a href="https://www.thecookingacademy.co.uk/our-classes/">https://www.thecookingacademy.co.uk/our-classes/</a> ) and five hours worth of French group classes at £139 ( <a href="https://www.institut-francais.org.uk/french-courses/french-group-courses/">https://www.institut-francais.org.uk/french-courses/french-group-courses/</a> )	£264.00
	Avoided cost of buying books, newspapers, magazines etc.	Cost to stakeholder of purchasing: 1. One book per month at cost of £8.99 (standard price for a paperback in the fiction book chart in October 2022) 2. Two newspapers per week (one midweek local newspaper at £1.05 for East Anglian Daily Times, one weekend newspaper at £3.50 for Sunday Times)  So $12(8.99)+52(1.05+3.50)=£344.48$	£344.48

# Appendix I: Full list of outcomes and values



Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
<b>Music and drama score library for orchestras - Adults</b>	Saved money	Cost of 10 musical scores and playbased on Britten's vocal score: <a href="https://www.scorestore.co.uk/">https://www.scorestore.co.uk/</a> - £85 x 10 £850 plus 10 copies of play @ £4.99 - Amazon <a href="https://www.amazon.co.uk/midsummer-nights-dream">Amazon.co.uk : midsummer nights dream</a> £ 49.90	£899.90
	Organisations can be more experimental with their choices because there is less financial risk	Cost to have exposure to creative process through an arts development programme: <a href="https://thetheatreworkshop.com/prices/">https://thetheatreworkshop.com/prices/</a> - 12 week terms at 3 hr theatre school - £330	£330.00
<b>Schools and home educators lending - Adults</b>	Avoided cost of buying books (not material)	Avoided cost to the parent of having to buy 12 books per year, assuming one educational book is used per month. Cost of book is £15.99 ( <a href="https://www.cgpbooks.co.uk/secondary-books/ks3/maths/m7tb31-ks3-maths-year-7-student-book-with">https://www.cgpbooks.co.uk/secondary-books/ks3/maths/m7tb31-ks3-maths-year-7-student-book-with</a> )	£191.88
<b>Schools and home educators lending - Children and Teenagers</b>	Increased skills	Cost to the stakeholder of attending a focussed after school club such as Monster Maths, £36 for 6 sessions ( <a href="https://www.monstermaths.co.uk/after-school-maths-clubs/">https://www.monstermaths.co.uk/after-school-maths-clubs/</a> ), a science show for £130, and a Spanish club for £90 ( <a href="https://www.todoelmundo.co.uk/kids-classes">https://www.todoelmundo.co.uk/kids-classes</a> )	£256.00
	Increased familiarity with purpose of a library and its surroundings > increased likelihood to use library in future > improved access to information, knowledge and skills	Cost to stakeholder of an annual subscription to an online encyclopedia (Encyclopedia Britannica at \$74.95 per year or £66.14 as of October 2022)  AND  Cost to stakeholder of attending a 7 week session of art classes over the whole year (£87.50 for one session at Art Room Brighton <a href="https://www.artroombrighton.co.uk/dates-fees/">https://www.artroombrighton.co.uk/dates-fees/</a> )	£153.64
	Improved attainment	Cost to the stakeholder of using a specialist tutor to achieve higher attainment - <a href="https://www.mytutor.co.uk/find-tutors">https://www.mytutor.co.uk/find-tutors</a> - quotes tutors at £20 per hour - estimated 2 hour session per month for 12 months = £40 x 12	£480.00
	Reduced cost	Cost to stakeholder of being able to access music and films: 1. Annual subscription to Spotify: £99.90 AND 2. Annual subscription to Disney+: £79.90	£179.80
<b>Physical and digital music and films - Adults</b>	More fulfilled leisure time use	Wellbeing valuation of having a hobby: This valuation is based on the wellbeing value of a stakeholder having a hobby, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: <a href="http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120">http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120</a>	£1,515.00
	Improved knowledge about the film and music worlds	Cost to stakeholder of accessing materials to help them gain knowledge about film and music:  1. Annual subscription to Sight and Sound magazine, BFI: £50 or Mojo magazine: £59.99 (averaged at £55)  2. A course covering 'A Beginners' Guide to Cinema' by City Lit for £109	£164.00

# Appendix I: Full list of outcomes and values



Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
Hosting info - adults and older people	Sense of relief and reassurance	The cost to the stakeholder of increasing their personal wellbeing and sense of relaxation through having a number of restful breaks.  This valuation is based on the cost to the stakeholder of increasing their personal wellbeing through attending four spa breaks per year at £115 each ( <a href="https://www.spaandhotelbreak.co.uk/spa-breaks/east-anglia/belstead-brook-hotel/134.html">https://www.spaandhotelbreak.co.uk/spa-breaks/east-anglia/belstead-brook-hotel/134.html</a> )	£460.00
	Increased information / knowledge	Personal assistant cost for 1 hour per week for 40 weeks - median cost £12.50 per hour <a href="https://www.personalassistantcostuk.co.uk/">personal assistant cost uk - Search (bing.com)</a> £25 x 20	£500.00
	Increased sense of empowerment and independence	Cost to stakeholder of life coaching sessions that provide improved feelings of self esteem: Cost of local life coaching to improve confidence and self esteem. £50 for monthly sessions = £600 ( <a href="https://www.joraynercoaching.co.uk/fees/">https://www.joraynercoaching.co.uk/fees/</a> )	£600.00
Domestic Abuse safe spaces signposting - Adults	Increased access to urgently needed support and prevention of further harm > stabilised physical and mental health	Cost of providing social care or accommodation to individuals in need of mental health support - The median revenue weekly cost estimate (£720) for adults age 18-64 requiring mental health support - Unit Costs of Health and Social Care 2020 page 39 2.2 Care homes for adults requiring long-term mental health support (age 18-64) - care assumed for 2 weeks	£1,440.00
	feeling supported through feelings of desperation > reduced fear	Cost if stakeholder had to pay for Cognitive Behavioural Therapy to deal with fear: PSSRU Unit Costs of Health and Social Care 2021 - cost of CBT is £106 per session. - estimate 8 sessions over 1 year	£848.00
	Reduced feelings of hopelessness > Suicide and self harm prevention	Cost if stakeholder had to procure - PSSRU costs of providing CBT to people suffering depression linked to other psychological conditions - Session cost £106 for 10 sessions - Unit Costs of Health and Social Care 2020 p46	£1,060.00
A public space where safeguarding procedures are followed - Adults and older people	Increased access to urgently needed support and prevention of further harm > stabilised physical and mental health	Cost of providing social care or accommodation to individuals in need of mental health support - The median revenue weekly cost estimate (£720) for adults age 18-64 requiring mental health support - Unit Costs of Health and Social Care 2020 page 39 2.2 Care homes for adults requiring long-term mental health support (age 18-64) - care assumed for 2 weeks	£1,440.00
	feeling supported through feelings of desperation > reduced fear	Cost if stakeholder had to pay for Cognitive Behavioural Therapy to deal with fear: PSSRU Unit Costs of Health and Social Care 2021 - cost of CBT is £106 per session. - estimate 8 sessions over 1 year	£848.00
	Reduced feelings of hopelessness > Suicide and self harm prevention	Cost if stakeholder had to procure - PSSRU costs of providing CBT to people suffering depression linked to other psychological conditions - Session cost £106 for 10 sessions - Unit Costs of Health and Social Care 2020 p46	£1,060.00



# Appendix I: Full list of outcomes and values



Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
Warm handovers - Adults	Getting best expert support > saved time in getting right solution	Cost of course to help reduce anxiety about inaccurate information and more efficient use of time (avoid wasted time). Online time management course £354 - <a href="https://www.totalsuccess.co.uk/time-management/time-management-1-day/">https://www.totalsuccess.co.uk/time-management/time-management-1-day/</a> + stress management course - £75 - <a href="https://www.flicklearning.com/pricing">https://www.flicklearning.com/pricing</a>	£429.00
	Getting best expert support > reduced vulnerability	Cost to stakeholder of home help care: median cost is £23 per hour - <a href="https://ukcareguide.co.uk/home-care-costs/">https://ukcareguide.co.uk/home-care-costs/</a> - assume 2 hours per week for 6 weeks - £46 x 6	£276.00
	Increased access to other services provided by library that might lead to other social outcomes	This outcome is valued as an average of common social outcomes emerging from using the library in this research: more fulfilled leisure time use at £1515; improved quality of life arising from having a routine and somewhere to go out to and spend time at £668; and avoided cost of buying books elsewhere at £344.48.	£842.49
Dementia signposting to services - Older people	Getting best expert support > saved time in getting right solution	Cost of course to help reduce anxiety about inaccurate information and more efficient use of time (avoid wasted time). Online time management course £354 - <a href="https://www.totalsuccess.co.uk/time-management/time-management-1-day/">https://www.totalsuccess.co.uk/time-management/time-management-1-day/</a> + stress management course - £75 - <a href="https://www.flicklearning.com/pricing">https://www.flicklearning.com/pricing</a>	£429.00
	Getting best expert support > reduced vulnerability	Cost to stakeholder of home help care: median cost is £23 per hour - <a href="https://ukcareguide.co.uk/home-care-costs/">https://ukcareguide.co.uk/home-care-costs/</a> - assume 2 hours per week for 6 weeks - £46 x 6	£276.00
	Increased access to other services provided by library that might lead to other social outcomes	This outcome is valued as an average of common social outcomes emerging from using the library in this research: more fulfilled leisure time use at £1515; improved quality of life arising from having a routine and somewhere to go out to and spend time at £668; and avoided cost of buying books elsewhere at £344.48.	£842.49
Ancestry/Find My Past - Adults	Increased sense of enjoyment and achievement	Cost to the stakeholder of engaging with activities for entertainment or recreation, based on the Joseph Rowntree Foundation / Loughborough University project on the Minimum Income Standard, according to the British public, of what the living standards should be that we, as a society, agree for different individuals in society. For a single female pensioner, £20 per week is allocated for doing entertainment and recreation activities 2 or 3 times per week ( <a href="https://www.lboro.ac.uk/media/www/lboroacuk/content/crsp/downloads/mis2022/MIS%20budget%20for%20single%20female%20pensioner.pdf">https://www.lboro.ac.uk/media/www/lboroacuk/content/crsp/downloads/mis2022/MIS%20budget%20for%20single%20female%20pensioner.pdf</a> ) = £20 * 40 weeks per year of friends groups activity = £800	£800.00
	Saved time and money	1. Cost of access to academic/published research: <a href="https://www.researchinpractice.org.uk/all/content-pages/membership/individual-subscription/">https://www.researchinpractice.org.uk/all/content-pages/membership/individual-subscription/</a> - £126 2. Accessing items from the British Library collection on loan through ordering standard delivery of ten items per year by mail at £18.70 each, using the British Library price list correct as of October 2022 ( <a href="https://www.bl.uk/on-demand/pricing">https://www.bl.uk/on-demand/pricing</a> ) - £187	£313.00

# Appendix I: Full list of outcomes and values



Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
<b>Ancestry/Find My Past – Adults (continued)</b>	Increased likelihood of experiencing other social outcomes	This outcome is valued as an average of common social outcomes emerging from using the library in this research: more fulfilled leisure time use at £1515; improved quality of life arising from having a routine and somewhere to go out to and spend time at £668; and avoided cost of buying books elsewhere at £344.48.	£842.49
	Increased sense of meaningful connection with own history and local area > improved sense of place in the world	Wellbeing valuation of feeling belonging and improved quality of life: This valuation is based on the wellbeing value of a stakeholder feeling belonging to a neighborhood, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: <a href="http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120">http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120</a>	£3,753.00
	Improved knowledge of family origins and increased family interest	Annual cost to stakeholder of researching family knowledge through a paid service - Ancestry UK, costs £99.99 for 6 months so £199.98 for one year, plus 6 one hour sessions with a personal family tree researcher at £18.50 per hour ( <a href="https://www.familyresearcher.co.uk/default.html">https://www.familyresearcher.co.uk/default.html</a> )	£310.98
	Increased specialist skills/knowledge	The value to the stakeholder of completing an adult learning course that improves knowledge or skills:  This value is taken from a report Valuing Adult Learning: Comparing Wellbeing Valuation to Contingent Valuation (Paul Dolan and Daniel Fujiwara). BIS Research Paper Number 85, Department for Business Innovation & Skills, November 2012, accessed at <a href="https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/34598/12-1127-valuing-adult-learning-comparing-wellbeing-to-contingent.pdf">https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/34598/12-1127-valuing-adult-learning-comparing-wellbeing-to-contingent.pdf</a> .	£847.00
<b>General access to Research - Adults</b>	Saved time and money	1. Cost of access to academic/published research: <a href="https://www.researchinpractice.org.uk/all/content-pages/membership/individual-subscription/">https://www.researchinpractice.org.uk/all/content-pages/membership/individual-subscription/</a> - £126 2. Accessing items from the British Library collection on loan through ordering standard delivery of ten items per year by mail at £18.70 each, using the British Library price list correct as of October 2022 ( <a href="https://www.bl.uk/on-demand/pricing">https://www.bl.uk/on-demand/pricing</a> ) - £187	£313.00
	Increased attainment	Use of specialist tutoring - <a href="https://www.mytutor.co.uk/find-tutors-quotes">https://www.mytutor.co.uk/find-tutors-quotes</a> tutors at £20 per hour - estimated 2 hour session per week for 13 weeks = £40 x 13	£520.00
	Increased likelihood of experiencing other social outcomes	This outcome is valued as an average of common social outcomes emerging from using the library in this research: more fulfilled leisure time use at £1515; improved quality of life arising from having a routine and somewhere to go out to and spend time at £668; and avoided cost of buying books elsewhere at £344.48.	£842.49

# Appendix I: Full list of outcomes and values



Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
General access to Research–Adults (continued)	Increased specialist skills/knowledge	<p>The value to the stakeholder of completing an adult learning course that improves knowledge or skills:</p> <p>This value is taken from a report Valuing Adult Learning: Comparing Wellbeing Valuation to Contingent Valuation (Paul Dolan and Daniel Fujiwara). BIS Research Paper Number 85, Department for Business Innovation &amp; Skills, November 2012, accessed at <a href="https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/34598/12-1127-valuing-adult-learning-comparing-wellbeing-to-contingent.pdf">https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/34598/12-1127-valuing-adult-learning-comparing-wellbeing-to-contingent.pdf</a>.</p>	£847.00
	Saved time and money	<p>1. Cost of access to academic/published research: <a href="https://www.researchinpractice.org.uk/all/content-pages/membership/individual-subscription/">https://www.researchinpractice.org.uk/all/content-pages/membership/individual-subscription/</a> - £126</p> <p>2. Accessing items from the British Library collection on loan through ordering standard delivery of ten items per year by mail at £18.70 each, using the British Library price list correct as of October 2022 (<a href="https://www.bl.uk/on-demand/pricing">https://www.bl.uk/on-demand/pricing</a>) - £187</p>	£313.00
Reference library - Adults	Increased attainment	Use of specialist tutoring - <a href="https://www.mytutor.co.uk/find-tutors-quotes">https://www.mytutor.co.uk/find-tutors-quotes</a> tutors at £20 per hour - estimated 2 hour session per week for 13 weeks = £40 x 13	£520.00
	Increased likelihood of experiencing other social outcomes	This outcome is valued as an average of common social outcomes emerging from using the library in this research: more fulfilled leisure time use at £1515; improved quality of life arising from having a routine and somewhere to go out to and spend time at £668; and avoided cost of buying books elsewhere at £344.48.	£842.49
	Increased specialist skills/knowledge	<p>The value to the stakeholder of completing an adult learning course that improves knowledge or skills:</p> <p>This value is taken from a report Valuing Adult Learning: Comparing Wellbeing Valuation to Contingent Valuation (Paul Dolan and Daniel Fujiwara). BIS Research Paper Number 85, Department for Business Innovation &amp; Skills, November 2012, accessed at <a href="https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/34598/12-1127-valuing-adult-learning-comparing-wellbeing-to-contingent.pdf">https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/34598/12-1127-valuing-adult-learning-comparing-wellbeing-to-contingent.pdf</a>.</p>	£847.00
Access to local history - Adults	Saved time and money	<p>1. Cost of access to academic/published research: <a href="https://www.researchinpractice.org.uk/all/content-pages/membership/individual-subscription/">https://www.researchinpractice.org.uk/all/content-pages/membership/individual-subscription/</a> - £126</p> <p>2. Accessing items from the British Library collection on loan through ordering standard delivery of ten items per year by mail at £18.70 each, using the British Library price list correct as of October 2022 (<a href="https://www.bl.uk/on-demand/pricing">https://www.bl.uk/on-demand/pricing</a>) - £187</p>	£313.00

# Appendix I: Full list of outcomes and values



Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
Access to local history - Adults	Increased likelihood of experiencing other social outcomes	This outcome is valued as an average of common social outcomes emerging from using the library in this research: more fulfilled leisure time use at £1515; improved quality of life arising from having a routine and somewhere to go out to and spend time at £668; and avoided cost of buying books elsewhere at £344.48.	£842.49
	Increased specialist skills/knowledge	The value to the stakeholder of completing an adult learning course that improves knowledge or skills:  This value is taken from a report Valuing Adult Learning: Comparing Wellbeing Valuation to Contingent Valuation (Paul Dolan and Daniel Fujiwara). BIS Research Paper Number 85, Department for Business Innovation & Skills, November 2012, accessed at <a href="https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/34598/12-1127-valuing-adult-learning-comparing-wellbeing-to-contingent.pdf">https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/34598/12-1127-valuing-adult-learning-comparing-wellbeing-to-contingent.pdf</a> .	£847.00

# Appendix I: Full list of outcomes and values



## Activity area 3: Access to IT support

Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
Public PCs - Teenagers, Adults and Older people	Increased social and family engagement and maintaining connections > Reduced loneliness and isolation	Wellbeing valuation of having regular access to the internet: This valuation is based on the wellbeing value of having regular access to the internet, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: <a href="http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120">http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120</a>	£2,413.00
	Saved money	This is the household savings per annum of bringing digitally excluded households online, taken from PricewaterhouseCoopers, L.L.P., 2009. Champion for Digital Inclusion: The Economic Case for Digital Inclusion. London: PricewaterhouseCoopers LLP. Available from: <a href="http://ict-industry-reports.com.au/wp-content/uploads/sites/4/2013/10/2009-Economic-Case-for-Digital-Inclusion-PWC-UK-Oct-2009.pdf">http://ict-industry-reports.com.au/wp-content/uploads/sites/4/2013/10/2009-Economic-Case-for-Digital-Inclusion-PWC-UK-Oct-2009.pdf</a> (October 2022)	£560.00
	Learning new skills and knowledge	The value to the stakeholder of completing an adult learning course that improves knowledge or skills:  This value is taken from a report Valuing Adult Learning: Comparing Wellbeing Valuation to Contingent Valuation (Paul Dolan and Daniel Fujiwara). BIS Research Paper Number 85, Department for Business Innovation & Skills, November 2012, accessed at <a href="https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/34598/12-1127-valuing-adult-learning-comparing-wellbeing-to-contingent.pdf">https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/34598/12-1127-valuing-adult-learning-comparing-wellbeing-to-contingent.pdf</a> .	£847.00
Free Wi-Fi - Teenagers, Adults and Older people	Increased social and family engagement and maintaining connections > Reduced loneliness and isolation	Wellbeing valuation of having regular access to the internet: This valuation is based on the wellbeing value of having regular access to the internet, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: <a href="http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120">http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120</a>	£2,413.00
	Saved money	This is the household savings per annum of bringing digitally excluded households online, taken from PricewaterhouseCoopers, L.L.P., 2009. Champion for Digital Inclusion: The Economic Case for Digital Inclusion. London: PricewaterhouseCoopers LLP. Available from: <a href="http://ict-industry-reports.com.au/wp-content/uploads/sites/4/2013/10/2009-Economic-Case-for-Digital-Inclusion-PWC-UK-Oct-2009.pdf">http://ict-industry-reports.com.au/wp-content/uploads/sites/4/2013/10/2009-Economic-Case-for-Digital-Inclusion-PWC-UK-Oct-2009.pdf</a> (October 2022)	£560.00



# Appendix I: Full list of outcomes and values



Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
<b>Free Wi-Fi - Teenagers, Adults and Older people (continued)</b>	Learning new skills and knowledge	<p>The value to the stakeholder of completing an adult learning course that improves knowledge or skills:</p> <p>This value is taken from a report Valuing Adult Learning: Comparing Wellbeing Valuation to Contingent Valuation (Paul Dolan and Daniel Fujiwara). BIS Research Paper Number 85, Department for Business Innovation &amp; Skills, November 2012, accessed at <a href="https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/34598/12-1127-valuing-adult-learning-comparing-wellbeing-to-contingent.pdf">https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/34598/12-1127-valuing-adult-learning-comparing-wellbeing-to-contingent.pdf</a>.</p>	£847.00
<b>Laptop loans - Adults and Older people</b>	Ability to make job applications and benefits applications > improved income	<p>This valuation is based on research that unemployed people who search for jobs online find a job 25% faster than similar workers who do not use the internet (Kuhn, P. and Mansour, H. (2011) "Is the Internet job search still ineffective?"). Other research estimates that it usually takes 4 months to find a job (<a href="https://standout-cv.com/pages/job-search-statistics-uk">https://standout-cv.com/pages/job-search-statistics-uk</a>), so using the internet may reduce this time by 25%, or one month. The wage cost of spending one month further out of work is calculated as working 35 hours per week for 4 weeks at minimum wage of £9.50, so £1330.</p> <p>AND</p> <p>Universal credit amount for adult over the age of 25 in October 2022: £335 per month, so £4020 per year.</p> <p>Average per head of increased income and increased benefits is £2675</p>	£2,675.00
	Improved engagement with online community - increased feeling of being connected to community	<p>The cost to the stakeholder of being part of an online community, quoted in a HBR piece (<a href="https://hbr.org/2019/09/how-to-create-an-online-community-that-people-will-pay-for">https://hbr.org/2019/09/how-to-create-an-online-community-that-people-will-pay-for</a>) as typically between \$20-\$100 per month. \$60 taken as the mid point per month, which creates an annual cost of \$720 or £639.10 according to exchange rates on 17/10/22.</p>	£639.10
	Improved family connections > improved family relationships	<p>The cost to the stakeholder of improving family relationships through regular outings as a family.</p> <p>This valuation is based on the cost to the stakeholder of 6 day trips per year, to be taken every other month. The cost of a day trip has been estimated at £100 for 2 adults and 2 children on average. This is based on Barnardo's research into the average cost of a family day at the seaside (<a href="https://www.barnardos.org.uk/news/Poor_families_wave_goodbye_to_Ban_k_Holiday_beach_trip/latest-news.htm?ref=98360">https://www.barnardos.org.uk/news/Poor_families_wave_goodbye_to_Ban_k_Holiday_beach_trip/latest-news.htm?ref=98360</a>) and family tickets plus some allowance for travelling for a popular zoo (<a href="https://shop.chesterzoo.org/bookings/standard/dynamic.aspx">https://shop.chesterzoo.org/bookings/standard/dynamic.aspx</a>).</p>	£600.00
	Increased leisure activities online > more fulfilling leisure activity	<p>Wellbeing valuation of having a hobby: This valuation is based on the wellbeing value of a stakeholder having a hobby, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: <a href="http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120">http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120</a></p>	£1,515.00

# Appendix I: Full list of outcomes and values



Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
Tablets with dongles - Adults	Ability to make job applications and benefits applications > improved income	<p>This valuation is based on research that unemployed people who search for jobs online find a job 25% faster than similar workers who do not use the internet (Kuhn, P. and Mansour, H. (2011) "Is the Internet job search still ineffective?"). Other research estimates that it usually takes 4 months to find a job (<a href="https://standout-cv.com/pages/job-search-statistics-uk">https://standout-cv.com/pages/job-search-statistics-uk</a>), so using the internet may reduce this time by 25%, or one month. The wage cost of spending one month further out of work is calculated as working 35 hours per week for 4 weeks at minimum wage of £9.50, so £1330.</p> <p>AND</p> <p>Universal credit amount for adult over the age of 25 in October 2022: £335 per month, so £4020 per year.</p> <p>Average per head of increased income and increased benefits is £2675</p>	£2,675.00
	Improved engagement with online community - increased feeling of being connected to community	The cost to the stakeholder of being part of an online community, quoted in a HBR piece ( <a href="https://hbr.org/2019/09/how-to-create-an-online-community-that-people-will-pay-for">https://hbr.org/2019/09/how-to-create-an-online-community-that-people-will-pay-for</a> ) as typically between \$20-\$100 per month. \$60 taken as the mid point per month, which creates an annual cost of \$720 or £639.10 according to exchange rates on 17/10/22.	£639.10
	Improved family connections > improved family relationships	<p>The cost to the stakeholder of improving family relationships through regular outings as a family.</p> <p>This valuation is based on the cost to the stakeholder of 6 day trips per year, to be taken every other month. The cost of a day trip has been estimated at £100 for 2 adults and 2 children on average. This is based on Barnardo's research into the average cost of a family day at the seaside (<a href="https://www.barnardos.org.uk/news/Poor_families_wave_goodbye_to_Ban_k_Holiday_beach_trip/latest-news.htm?ref=98360">https://www.barnardos.org.uk/news/Poor_families_wave_goodbye_to_Ban_k_Holiday_beach_trip/latest-news.htm?ref=98360</a>) and family tickets plus some allowance for travelling for a popular zoo (<a href="https://shop.chesterzoo.org/bookings/standard/dynamic.aspx">https://shop.chesterzoo.org/bookings/standard/dynamic.aspx</a>).</p>	£600.00
	Increased leisure activities online > more fulfilling leisure activity	Wellbeing valuation of having a hobby: This valuation is based on the wellbeing value of a stakeholder having a hobby, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: <a href="http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120">http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120</a>	£1,515.00
IT use in Pop up libraries - Adults and Older people	Increased social engagement and maintaining connections > Reduced loneliness and isolation	Wellbeing valuation of having regular access to the internet: This valuation is based on the wellbeing value of having regular access to the internet, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: <a href="http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120">http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120</a>	£2,413.00

# Appendix I: Full list of outcomes and values



Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
IT use in Pop up libraries - Adults and Older people (continued)	Saved money	This is the household savings per annum of bringing digitally excluded households online, taken from PricewaterhouseCoopers, L.L.P., 2009. Champion for Digital Inclusion: The Economic Case for Digital Inclusion. London: PricewaterhouseCoopers LLP. Available from: <a href="http://ict-industry-reports.com.au/wp-content/uploads/sites/4/2013/10/2009-Economic-Case-for-Digital-Inclusion-PWC-UK-Oct-2009.pdf">http://ict-industry-reports.com.au/wp-content/uploads/sites/4/2013/10/2009-Economic-Case-for-Digital-Inclusion-PWC-UK-Oct-2009.pdf</a> (October 2022)	£560.00
	Learning new skills and knowledge	The value to the stakeholder of completing an adult learning course that improves knowledge or skills:  This value is taken from a report Valuing Adult Learning: Comparing Wellbeing Valuation to Contingent Valuation (Paul Dolan and Daniel Fujiwara). BIS Research Paper Number 85, Department for Business Innovation & Skills, November 2012, accessed at <a href="https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/34598/12-1127-valuing-adult-learning-comparing-wellbeing-to-contingent.pdf">https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/34598/12-1127-valuing-adult-learning-comparing-wellbeing-to-contingent.pdf</a> .	£847.00
	Improved communication with friends and family > improved contact and connection with loved ones	The cost to the stakeholder of improving family relationships through regular outings as a family.  This valuation is based on the cost to the stakeholder of 6 day trips per year, to be taken every other month. The cost of a day trip has been estimated at £100 for 2 adults and 2 children on average. This is based on Barnardo's research into the average cost of a family day at the seaside ( <a href="https://www.barnardos.org.uk/news/Poor_families_wave_goodbye_to_Ban_k_Holiday_beach_trip/latest-news.htm?ref=98360">https://www.barnardos.org.uk/news/Poor_families_wave_goodbye_to_Ban_k_Holiday_beach_trip/latest-news.htm?ref=98360</a> ) and family tickets plus some allowance for travelling for a popular zoo ( <a href="https://shop.chesterzoo.org/bookings/standard/dynamic.aspx">https://shop.chesterzoo.org/bookings/standard/dynamic.aspx</a> ).	£600.00
	Improved IT skills > Increased feelings of relief and reduced frustration	The cost to the stakeholder of increasing their personal wellbeing and sense of relaxation through having a number of restful breaks.  This valuation is based on the cost to the stakeholder of increasing their personal wellbeing through attending four spa breaks per year at £115 each ( <a href="https://www.spaandhotelbreak.co.uk/spa-breaks/east-anglia/belstead-brook-hotel/134.html">https://www.spaandhotelbreak.co.uk/spa-breaks/east-anglia/belstead-brook-hotel/134.html</a> )	£460.00
	Increased enjoyment	Cost to the stakeholder of engaging with activities for entertainment or recreation, based on the Joseph Rowntree Foundation / Loughborough University project on the Minimum Income Standard, according to the British public, of what the living standards should be that we, as a society, agree for different individuals in society. For a single female pensioner, £20 per week is allocated for doing entertainment and recreation activities 2 or 3 times per week ( <a href="https://www.lboro.ac.uk/media/wwwlboroacuk/content/crsp/downloads/mis2022/MIS%20budget%20for%20single%20female%20pensioner.pdf">https://www.lboro.ac.uk/media/wwwlboroacuk/content/crsp/downloads/mis2022/MIS%20budget%20for%20single%20female%20pensioner.pdf</a> ) = £20 * 40 weeks per year of friends groups activity = £800	£800.00

# Appendix I: Full list of outcomes and values



Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
IT use in Pop up libraries - Adults and Older people (continued)	Reduced loneliness and isolation	Wellbeing valuation of feeling part of a community: This valuation is based on the wellbeing value of a stakeholder being a member of a social group, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: <a href="http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120">http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120</a>	£1,849.62
	Increased awareness of IT security > Reduced risk of personal security breach	Reported by WHICH the consumers association UK, Action Fraud, the UK national reporting centre for online fraud and cyber crime administered 413,553 online fraud cases in 2020/2021 with £2.3bn lost as result. This equates to £5,562 per case.	£5,562.00
IT use in Pop up libraries - Babies and children	Improved knowledge and understanding of the world through exploration and learning > improved cognitive development > increased learning ability	Cost of buying new tapes or toys for baby once per week. Average cost of new toy: £5-£20: Average taken at £15 x 44 weeks ( <a href="https://www.amazon.co.uk/slp/hand-puppets-for-kids/53hg8dxg6sypv6k">https://www.amazon.co.uk/slp/hand-puppets-for-kids/53hg8dxg6sypv6k</a> )	£660.00
Courses and support sessions - Adults and Older people	Improved communication with friends and family > improved contact and connection with loved ones	The cost to the stakeholder of improving family relationships through regular outings as a family.  This valuation is based on the cost to the stakeholder of 6 day trips per year, to be taken every other month. The cost of a day trip has been estimated at £100 for 2 adults and 2 children on average. This is based on Barnardo's research into the average cost of a family day at the seaside ( <a href="https://www.barnardos.org.uk/news/Poor_families_wave_goodbye_to_Bank_Holiday_beach_trip/latest-news.htm?ref=98360">https://www.barnardos.org.uk/news/Poor_families_wave_goodbye_to_Bank_Holiday_beach_trip/latest-news.htm?ref=98360</a> ) and family tickets plus some allowance for travelling for a popular zoo ( <a href="https://shop.chesterzoo.org/bookings/standard/dynamic.aspx">https://shop.chesterzoo.org/bookings/standard/dynamic.aspx</a> ) .	£600.00
	Increased feelings of relief and reduced frustration > improved IT skills	Cost of an ECDL course online to improve IT skills ( <a href="https://www.distance-learning-centre.co.uk/european-computer-driving-licence-ecd-l-online-course/">https://www.distance-learning-centre.co.uk/european-computer-driving-licence-ecd-l-online-course/</a> )	£225.00

## Appendix I: Full list of outcomes and values



Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
<b>Courses and support sessions - Adults and Older people (continued)</b>	Increased enjoyment	Cost to the stakeholder of engaging with activities for entertainment or recreation, based on the Joseph Rowntree Foundation / Loughborough University project on the Minimum Income Standard, according to the British public, of what the living standards should be that we, as a society, agree for different individuals in society. For a single female pensioner, £20 per week is allocated for doing entertainment and recreation activities 2 or 3 times per week ( <a href="https://www.lboro.ac.uk/media/www.lboro.ac.uk/content/crsp/downloads/mis2022/MIS%20budget%20for%20single%20female%20pensioner.pdf">https://www.lboro.ac.uk/media/www.lboro.ac.uk/content/crsp/downloads/mis2022/MIS%20budget%20for%20single%20female%20pensioner.pdf</a> ) = £20 * 40 weeks per year of friends groups activity = £800	£800.00
	Reduced loneliness and isolation	Wellbeing valuation of feeling part of a community: This valuation is based on the wellbeing value of a stakeholder being a member of a social group, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: <a href="http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120">http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120</a>	£1,849.62
	Increased awareness of IT security > Reduced risk of personal security breach	Reported by WHICH the consumers association UK, Action Fraud, the UK national reporting centre for online fraud and cyber crime administered 413,553 online fraud cases in 2020/2021 with £2.3bn lost as result. This equates to £5,562 per case.	£5,562.00



# Appendix I: Full list of outcomes and values



## Activity area 4: Space provision and hosted services

Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
District Council desks - Adults and Older people	Increased information / knowledge (not material)	Personal assistant cost for 1 hour per week for 40 weeks - median cost £12.50 per hour <a href="#">personal assistant cost uk - Search (bing.com)</a> £25 x 20	£500.00
Barclays Outreach - Adults	Improved peace of mind through personal attention and advice on financial matters - avoided anxiety through not having to access personal finance info via internet	This valuation is based on the cost to the stakeholder of attending a stress management course (£345 for one session - <a href="https://www.managingstress.com/course-dates-and-fees">https://www.managingstress.com/course-dates-and-fees</a> )	£345.00
	Feeling more secure not being vulnerable to internet personal finance scams	The cost to stakeholder of IT advice to stay safe online if banking had to be accessed online - previously used tutoring costs at £20 per hour - estimated 4 hours of advice = £80	£80.00
Study space - Teenagers	Improved focus and concentration > more efficient use of time	Time efficiency represented by personal time saved and valued at National Minimum wage (under 18 rate is £4.81 per hour) - <a href="https://www.myhrdept.co.uk/latest_news/national-minimum-wage-rates-2022-uk/2/">https://www.myhrdept.co.uk/latest_news/national-minimum-wage-rates-2022-uk/2/</a> 3 hours per week over 6 months = 26x£14.43 = £375.18	£375.18
	Increased motivation to study > higher attainment	Use of specialist tutoring - <a href="https://www.mytutor.co.uk/find-tutors-quotes">https://www.mytutor.co.uk/find-tutors-quotes</a> tutors at £20 per hour - estimated 2 hour session per week for 13 weeks = £40 x 13	£520.00
Study and business space - Adults	Improved focus and concentration > more efficient use of time	Time efficiency represented by personal time saved and valued at National Minimum wage (under 18 rate is £4.81 per hour) - <a href="https://www.myhrdept.co.uk/latest_news/national-minimum-wage-rates-2022-uk/2/">https://www.myhrdept.co.uk/latest_news/national-minimum-wage-rates-2022-uk/2/</a> 3 hours per week over 6 months = 26x£14.43 = £375.18	£375.18
	Increased motivation to study > higher attainment	Use of specialist tutoring - <a href="https://www.mytutor.co.uk/find-tutors-quotes">https://www.mytutor.co.uk/find-tutors-quotes</a> tutors at £20 per hour - estimated 2 hour session per week for 13 weeks = £40 x 13	£520.00
	Reduced costs	Estimated cost saving derived from study time of 3 hours per week over 26 weeks - cost of study at Costa = 2 cups coffee and snack £10 and travel cost of £3 = 13 x 26	£338.00

# Appendix I: Full list of outcomes and values



Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
Coffee/cafes - Teenagers	Reduced loneliness and isolation	Wellbeing valuation of feeling part of a community: This valuation is based on the wellbeing value of a stakeholder being a member of a social group, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: <a href="http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120">http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120</a>	£1,849.62
	Increased friendships	Has not been valued because valued above in J59	£0.00
	Increased feeling of belonging and improved quality of life	Wellbeing valuation of feeling belonging and improved quality of life: This valuation is based on the wellbeing value of a stakeholder feeling belonging to a neighborhood, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: <a href="http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120">http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120</a>	£3,753.00
	Financial savings	Estimated personal saving over 1 year - 1 lunch once per week. £7 saving each occasion. £7 per week over 46 weeks	£322.00
	Improved confidence in information > reduced worry and time saved	Cost of course to help reduce anxiety about inaccurate information and more efficient use of time (avoid wasted time). Online time management course £354 - <a href="https://www.totalsuccess.co.uk/time-management/time-management-1-day/">https://www.totalsuccess.co.uk/time-management/time-management-1-day/</a> + stress management course - £75 - <a href="https://www.flicklearning.com/pricing">https://www.flicklearning.com/pricing</a>	£429.00
	Reduced social anxiety	Cost if stakeholder had to pay for Cognitive Behavioural Therapy to deal with social interaction anxiety / social phobia: PSSRU Unit Costs of Health and Social Care 2021 - cost of CBT is £106 per session. - estimate 8 sessions over 1 year	£848.00
	Increased quality family time together > improved interaction/relationships	The cost to the stakeholder of improving family relationships through regular outings as a family.  This valuation is based on the cost to the stakeholder of 6 day trips per year, to be taken every other month. The cost of a day trip has been estimated at £100 for 2 adults and 2 children on average. This is based on Barnardo's research into the average cost of a family day at the seaside ( <a href="https://www.barnardos.org.uk/news/Poor_families_wave_goodbye_to_Bank_Holiday_beach_trip/latest-news.htm?ref=98360">https://www.barnardos.org.uk/news/Poor_families_wave_goodbye_to_Bank_Holiday_beach_trip/latest-news.htm?ref=98360</a> ) and family tickets plus some allowance for travelling for a popular zoo ( <a href="https://shop.chesterzoo.org/bookings/standard/dynamic.aspx">https://shop.chesterzoo.org/bookings/standard/dynamic.aspx</a> ).	£600.00

# Appendix I: Full list of outcomes and values



Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
Coffee/cafes - Adults and Older people	Reduced loneliness and isolation	Wellbeing valuation of feeling part of a community. This valuation is based on the wellbeing value of a stakeholder being a member of a social group, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: <a href="http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120">http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120</a>	£1,849.62
	Increased friendships	Has not been valued because valued above in J59	£0.00
	Increased feeling of belonging and improved quality of life	Wellbeing valuation of feeling belonging and improved quality of life: This valuation is based on the wellbeing value of a stakeholder feeling belonging to a neighborhood, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: <a href="http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120">http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120</a>	£3,753.00
	Financial savings	Estimated personal saving over 1 year - 1 lunch once per week. £7 saving each occasion. £7 per week over 46 weeks	£322.00
	Improved confidence in information > reduced worry and time saved	Cost of course to help reduce anxiety about inaccurate information and more efficient use of time (avoid wasted time). Online time management course £354 - <a href="https://www.totalsuccess.co.uk/time-management/time-management-1-day/">https://www.totalsuccess.co.uk/time-management/time-management-1-day/</a> + stress management course - £75 - <a href="https://www.flicklearning.com/pricing">https://www.flicklearning.com/pricing</a>	£429.00
	Reduced social anxiety	Cost if stakeholder had to pay for Cognitive Behavioural Therapy to deal with social interaction anxiety / social phobia: PSSRU Unit Costs of Health and Social Care 2021 - cost of CBT is £106 per session. - estimate 8 sessions over 1 year	£848.00
	Increased quality family time together > improved interaction/relationships	The cost to the stakeholder of improving family relationships through regular outings as a family.  This valuation is based on the cost to the stakeholder of 6 day trips per year, to be taken every other month. The cost of a day trip has been estimated at £100 for 2 adults and 2 children on average. This is based on Barnardo's research into the average cost of a family day at the seaside ( <a href="https://www.barnardos.org.uk/news/Poor_families_wave_goodbye_to_Bank_Holiday_beach_trip/latest-news.htm?ref=98360">https://www.barnardos.org.uk/news/Poor_families_wave_goodbye_to_Bank_Holiday_beach_trip/latest-news.htm?ref=98360</a> ) and family tickets plus some allowance for travelling for a popular zoo ( <a href="https://shop.chesterzoo.org/bookings/standard/dynamic.aspx">https://shop.chesterzoo.org/bookings/standard/dynamic.aspx</a> ).	£600.00

# Appendix I: Full list of outcomes and values



Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
<b>Meet ups - Adults and Older people</b>	Increased quality family time together > improved interaction/relationships	<p>The cost to the stakeholder of improving family relationships through regular outings as a family.</p> <p>This valuation is based on the cost to the stakeholder of 6 day trips per year, to be taken every other month. The cost of a day trip has been estimated at £100 for 2 adults and 2 children on average. This is based on Barnardo's research into the average cost of a family day at the seaside (<a href="https://www.barnardos.org.uk/news/Poor_families_wave_goodbye_to_Bank_Holiday_beach_trip/latest-news.htm?ref=98360">https://www.barnardos.org.uk/news/Poor_families_wave_goodbye_to_Bank_Holiday_beach_trip/latest-news.htm?ref=98360</a>) and family tickets plus some allowance for travelling for a popular zoo (<a href="https://shop.chesterzoo.org/bookings/standard/dynamic.aspx">https://shop.chesterzoo.org/bookings/standard/dynamic.aspx</a>).</p>	£600.00
	Increased connection with the community > Increased feeling of belonging to community	<p>Wellbeing valuation of feeling belonging and improved quality of life: This valuation is based on the wellbeing value of a stakeholder feeling belonging to a neighborhood, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: <a href="http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120">http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120</a></p>	£3,753.00
	Reduced loneliness and isolation	Not valued because included in proxy above in J76	£0.00
	Increased feelings of acceptance and psychological safety to be oneself	<p>Wellbeing valuation of feeling part of a community: This valuation is based on the wellbeing value of a stakeholder being a member of a social group, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: <a href="http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120">http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120</a></p>	£1,849.62
	Increased structure and routine > Improved quality of life	Cost of electronic calendar software - Power diary software cost is £208 per annum: <a href="https://www.powerdiary.com/uk/pricing/">https://www.powerdiary.com/uk/pricing/</a> + £10 per week travel and fees cost of weekly leisure class over 46 weeks = £460	£668.00
<b>Meet ups - Teenagers</b>	Increased enjoyment with friends > improved interaction/relationships	Cost of monthly visit to cinema or bowling alley: = £10 for 2 games (bowling) <a href="https://www.gobowling.co.uk/general-pricing/">https://www.gobowling.co.uk/general-pricing/</a> = £120 per year + travel and refreshments at £20 per trip = £240	£360.00

## Appendix I: Full list of outcomes and values



Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
Gardens and escapes - Children and adults	improved awareness of nature - increased skills in gardening	Cost of attending an overnight summer holiday camp with a focus on outside enjoyment and skills - £216 per child for a 3 day camp <a href="https://campwilderness.co.uk/">https://campwilderness.co.uk/</a>	£216.00
	enjoying outdoor space - improved life quality	The value of increased life satisfaction for an individual from using their local park or green space, as reported by Fields in Trust report 'Revaluing Parks and Green Spaces'. Available here: <a href="https://www.fieldsintrust.org/Upload/file/research/Revaluing-Parks-and-Green-Spaces-Summary.pdf">https://www.fieldsintrust.org/Upload/file/research/Revaluing-Parks-and-Green-Spaces-Summary.pdf</a> [accessed November 2022]	£974.00
NHS	Fewer GP mental health related consultations/visits relating to anxiety / depression	Cost of GP consultation and medication - GP consultation with patient £37.40 + prescription costs £33.30 PSSRU 2018 p127 - assuming reduction of 4 consultations in year = £67.70 X4 £270.80	£270.80
	Reduced dementia care	PSSRU - Unit Costs of Health and Social Care 2021 - The cost of diagnosis and early support in patients with cognitive decline - median £1684	£1,684.00



# Appendix I: Full list of outcomes and values



## Activity area 5: Talks, walks, performances and hosted events

Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
Event attendees, low library engagement - Adults	Increased engagement with libraries and increased access to other outcomes arising from libraries such as wellbeing benefits, access to other events etc > improved life satisfaction	This outcome is valued as an average of common outcomes emerging from using the library in this research: more fulfilled leisure time use at £1515; improved quality of life arising from having a routine and somewhere to go out to and spend time at £668; and avoided cost of buying books elsewhere at £344.48.	£842.49
Event attendees, from more deprived areas, low library engagement - Adults	Increased likelihood of engagement with full library site and accessing other wellbeing benefits etc > improved life satisfaction	This outcome is valued as an average of common outcomes emerging from using the library in this research, with an additional value associated with feeling more comfortable: more fulfilled leisure time use at £1515; improved quality of life arising from having a routine and somewhere to go out to and spend time at £668; avoided cost of buying books elsewhere at £344.48; feeling part of a social group at £1,849.62	£1,094.28
Online event attendees with physical access difficulties - Adults	Increased feeling of involvement and access to fuller library experience > improved life satisfaction	This outcome is valued as an average of common outcomes emerging from using the library in this research, with a focus on benefits from engaging with online events and feeling more involved: more fulfilled leisure time use at £1515; feeling part of a social group at £1,849.62; increased enjoyment at £603	£1,322.54
Events attendees - Adults	Reduced social isolation	Wellbeing valuation of feeling part of a community: This valuation is based on the wellbeing value of a stakeholder being a member of a social group, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: <a href="http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120">http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120</a>	£1,849.62
	Improved social connections and increased sense of belonging to local community	Wellbeing valuation of feeling part of a community: This valuation is based on the wellbeing value of a stakeholder being a member of a social group, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: <a href="http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120">http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120</a>	£1,849.62
	Saved money	Average cost to the stakeholder of attending a cultural event on a regular basis: Average cost of a cinema ticket is £7.52 ( <a href="https://www.statista.com/statistics/285783/cinema-ticket-prices-average-annual-price-in-the-united-kingdom-uk/">https://www.statista.com/statistics/285783/cinema-ticket-prices-average-annual-price-in-the-united-kingdom-uk/</a> ), plus travel and refreshments per session = £20, attending once per month / 12 times per year is £240	£240.00

# Appendix I: Full list of outcomes and values



Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
<b>Events attendees – Adults (continued)</b>	Increased access to cultural, arts and other content that people may not otherwise have had the means to pay for > improved social capital and life satisfaction	Value to the UK economy of increased social capital which leads to increased productivity of £590 per person ( <a href="#">Oxera-report_WEB_FINAL.pdf (suttontrust.com)</a> )	£590.00
	Increased confidence and self esteem	Cost to stakeholder of life coaching sessions that provide improved feelings of confidence.	£300.00
		Cost of local life coaching to improve confidence. £50 for 6 sessions per year = £300 ( <a href="https://www.joraynercoaching.co.uk/fees/">https://www.joraynercoaching.co.uk/fees/</a> )	
	Broadening of horizons of readers > more fulfilled leisure time use	Wellbeing valuation of having a hobby. This valuation is based on the wellbeing value of a stakeholder having a hobby, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: <a href="http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120">http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120</a>	£1,515.00
	Increased shared quality time together > improved relationship quality	The cost to the stakeholder of improving family relationships through regular outings as a family.	£600.00
		This valuation is based on the cost to the stakeholder of 6 day trips per year, to be taken every other month. The cost of a day trip has been estimated at £100 for 2 adults and 2 children on average. This is based on Barnardo's research into the average cost of a family day at the seaside ( <a href="https://www.barnardos.org.uk/news/Poor_families_wave_goodbye_to_Bank_Holiday_beach_trip/latest-news.htm?ref=98360">https://www.barnardos.org.uk/news/Poor_families_wave_goodbye_to_Bank_Holiday_beach_trip/latest-news.htm?ref=98360</a> ) and family tickets plus some allowance for travelling for a popular zoo ( <a href="https://shop.chesterzoo.org/bookings/standard/dynamic.aspx">https://shop.chesterzoo.org/bookings/standard/dynamic.aspx</a> ).	
	Increased access to other reading associated outcomes (escapism, opening mind etc)	Not valued additionally as value already incorporated into other outcome values involving wellbeing valuation of engaging in a hobby.	
	Increased sense of excitement and life enjoyment	Cost to the stakeholder of engaging with activities for entertainment or recreation, based on the Joseph Rowntree Foundation / Loughborough University project on the Minimum Income Standard, according to the British public, of what the living standards should be that we, as a society, agree for different individuals in society. For a single female pensioner, £20 per week is allocated for doing entertainment and recreation activities 2 or 3 times per week ( <a href="https://www.lboro.ac.uk/media/www/lboroacuk/content/crsp/downloads/mis2022/MIS%20budget%20for%20single%20female%20pensioner.pdf">https://www.lboro.ac.uk/media/www/lboroacuk/content/crsp/downloads/mis2022/MIS%20budget%20for%20single%20female%20pensioner.pdf</a> ) = £20 * 40 weeks per year of LGBTQ+ activity = £800	£800.00

# Appendix I: Full list of outcomes and values



Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
<b>Events attendees - Children and Teenagers</b>	Increased cultural knowledge	Cost to the stakeholder of participating in a youth theatre for a year - 3 terms at £75 each ( <a href="https://theatreroyal.org/education/youth-theatre/">https://theatreroyal.org/education/youth-theatre/</a> )	£225.00
	Children able to relax and enjoy themselves	Cost of 3 play therapy sessions, costed at £118 per session per user according to Weatherly, H. & Byford, S. Activities and Costs of Family Support Services, available at [ <a href="#">Unit Costs of Health and Social Care 2004 (pssru.ac.uk)</a> ], accessed November 2022	£354.00
	Young person has improved sense of achievement	The cost of the young person and a parent attending a local prize winning event including new outfit and travel for both (£80 + £80 + £20)	£180.00
	Increased likelihood that children will go to libraries in the future and access outcomes associated with other library outputs > improved life satisfaction	This outcome is valued as an average of outcomes emerging from using the library for children in this research: more fulfilled leisure time use at £1515; increased knowledge and skills at £265	£890.00
<b>Event attendees - Parents - Adults</b>	Parents feel relaxed, relief and enjoy their time at the event more	The cost to the stakeholder of increasing their personal wellbeing and sense of relaxation through having a number of restful breaks.  This valuation is based on the cost to the stakeholder of increasing their personal wellbeing through attending four spa breaks per year at £115 each ( <a href="https://www.spaandhotelbreak.co.uk/spa-breaks/east-englia/belstead-brook-hotel/134.html">https://www.spaandhotelbreak.co.uk/spa-breaks/east-englia/belstead-brook-hotel/134.html</a> )	£460.00
	Parents are able to have time and space to bond with their child instead of disciplining them > improved relationship quality	The cost to the stakeholder of improving family relationships through regular outings as a family.  This valuation is based on the cost to the stakeholder of 6 day trips per year, to be taken every other month. The cost of a day trip has been estimated at £100 for 2 adults and 2 children on average. This is based on Barnardo's research into the average cost of a family day at the seaside ( <a href="https://www.barnardos.org.uk/news/Poor_families_wave_goodbye_to_Bank_Holiday_beach_trip/latest-news.htm?ref=98360">https://www.barnardos.org.uk/news/Poor_families_wave_goodbye_to_Bank_Holiday_beach_trip/latest-news.htm?ref=98360</a> ) and family tickets plus some allowance for travelling for a popular zoo ( <a href="https://shop.chesterzoo.org/bookings/standard/dynamic.aspx">https://shop.chesterzoo.org/bookings/standard/dynamic.aspx</a> ).	£600.00
	Increased sense of inspiration and motivation in their chosen career > improved aspirations	Cost of attending four artistic professional development training courses at £79 each ( <a href="https://artswork.org.uk/training-events/">https://artswork.org.uk/training-events/</a> )	£316.00
<b>Event providers - Local artists - Adults</b>	Increased confidence and sense of achievement in self and work	Cost to the stakeholder of acquiring sense of confidence and achievement through receiving three sessions of mentoring from a creative professional: £250 ( <a href="https://ruthsinger.com/business-support/mentoring/">https://ruthsinger.com/business-support/mentoring/</a> )	£250.00

## Appendix I: Full list of outcomes and values



Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
Event providers - Local artists – Adults (continued)	Increased skills	<p>The value to the stakeholder of completing an adult learning course that improves knowledge or skills:</p> <p>This value is taken from a report Valuing Adult Learning: Comparing Wellbeing Valuation to Contingent Valuation (Paul Dolan and Daniel Fujiwara). BIS Research Paper Number 85, Department for Business Innovation &amp; Skills, November 2012, accessed at <a href="https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/34598/12-1127-valuing-adult-learning-comparing-wellbeing-to-contingent.pdf">https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/34598/12-1127-valuing-adult-learning-comparing-wellbeing-to-contingent.pdf</a>.</p>	£847.00
	Increased likelihood of receiving offers of work > improved income	<p>The value to the stakeholder of working an additional 4 days per year, using the Artist Union England prices of what a new graduate artist may charge per day: £194.93 (<a href="https://www.artistsunionengland.org.uk/rates-of-pay/">https://www.artistsunionengland.org.uk/rates-of-pay/</a>) multiplied by 4 days</p>	£779.72

# Appendix I: Full list of outcomes and values



## Activity area 6: Friends groups and volunteering activities

Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
Friends group participation - Older people volunteers	Increased feelings of purpose and being valued	<p>Cost of time spent volunteering to provide purpose to one's life:            Cost of 2 hours per week, if paid at the National Minimum Wage as of April 2022 (£9.50) = £9.50 x 2 hours x 44 weeks = £836            AND            Cost of providing a volunteer 'Hidden Hero' hotel break with Room to Reward (<a href="https://www.roomtoreward.org/wp-content/uploads/hotel-partner-booklet.pdf">https://www.roomtoreward.org/wp-content/uploads/hotel-partner-booklet.pdf</a>):            Cost of 1 night at local hotel advertised as Room to Reward partner: £199            TOTAL £836 + £199 = £1035</p>	£1,035.00
	Feeling of maintained cognition and keeping brain active	<p>Cost to the stakeholder of attending a weekly social activity            Estimated cost of going to a weekly pub quiz (£10 for drinks and snacks + £5 entry + £10 taxi there and back = £25 x 44 weeks = £1100</p>	£1,100.00
	Sense of having fun	<p>Cost to the stakeholder of engaging with activities for entertainment or recreation, based on the Joseph Rowntree Foundation / Loughborough University project on the Minimum Income Standard, according to the British public, of what the living standards should be that we, as a society, agree for different individuals in society. For a single female pensioner, £20 per week is allocated for doing entertainment and recreation activities 2 or 3 times per week            (<a href="https://www.lboro.ac.uk/media/wwilborocuk/content/crsp/downloads/mis2022/MIS%20budget%20for%20single%20female%20pensioner.pdf">https://www.lboro.ac.uk/media/wwilborocuk/content/crsp/downloads/mis2022/MIS%20budget%20for%20single%20female%20pensioner.pdf</a>) = £20 * 40 weeks per year of friends groups activity = £800</p>	£800.00
	Improved satisfaction through using skills from previous professional life	<p>Cost to stakeholder of taking up leadership position of a local sports or leisure club. Clothes for networking representational activity at £500 per annum, travel to club for monthly meetings at £10 travel cost= £120 and club membership fees and entertainment costs at £400 per annum</p>	£1,020.00
	Improved and increased skills + increased knowledge	<p>The value to the stakeholder of completing an adult learning course that improves knowledge or skills:            This value is taken from a report Valuing Adult Learning: Comparing Wellbeing Valuation to Contingent Valuation (Paul Dolan and Daniel Fujiwara). BIS Research Paper Number 85, Department for Business Innovation &amp; Skills, November 2012, accessed at <a href="https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/34598/12-1127-valuing-adult-learning-comparing-wellbeing-to-contingent.pdf">https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/34598/12-1127-valuing-adult-learning-comparing-wellbeing-to-contingent.pdf</a>.</p>	£847.00



# Appendix I: Full list of outcomes and values



Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value	
Friends group participation - Older people volunteers (continued)	Increased sense of connection to community, increased friendships and reduced isolation	Wellbeing valuation of feeling part of a community: This valuation is based on the wellbeing value of a stakeholder being a member of a social group, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: <a href="http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120">http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120</a>	£1,849.62	
	Improved social circle with wider perspective about others lives > improved self awareness and knowledge of others	The cost of a cultural awareness/diversity training course that would provide same level of exposure to issues and resulting understanding:  Price of a course focusing on 'Working effectively across cultures' £654 <a href="https://www.the-centre.co.uk/courses/detail/working_effectively_across_cultures">https://www.the-centre.co.uk/courses/detail/working_effectively_across_cultures</a>	£654.00	
	Increased feeling of burden	The cost of providing cognitive behavioural sessions for people who are feeling over burdened by their life commitments ,based on the PSSRU Unit Costs of Health and Social Care 2017 database which outlines a unit cost for provision of one CBT session for the NHS as £100 ( <a href="https://kar.kent.ac.uk/65559/40/65559_rep_UCR-2017-v13finalKAR.pdf">https://kar.kent.ac.uk/65559/40/65559_rep_UCR-2017-v13finalKAR.pdf</a> ) . This proxy assumes 6 sessions in one year.	-£600.00	
Governance and Community Engagement - Adult & Older people Volunteers	Increased feelings of purpose and being valued	Cost of time spent volunteering to provide purpose to one's life:  Cost of 2 hours per week, if paid at the National Minimum Wage as of April 2022 (£9.50) = £9.50 x 2 hours x 44 weeks = £836  AND  Cost of providing a volunteer 'Hidden Hero' hotel break with Room to Reward ( <a href="https://www.roomtoreward.org/wp-content/uploads/hotel-partner-booklet.pdf">https://www.roomtoreward.org/wp-content/uploads/hotel-partner-booklet.pdf</a> ):  Cost of 1 night at local hotel advertised as Room to Reward partner: £199  TOTAL £836 + £199 = £1035	£1,035.00	
		Feeling of maintained cognition and keeping brain active	Cost to the stakeholder of attending a weekly social activity Estimated cost of going to a weekly pub quiz (£10 for drinks and snacks + £5 entry + £10 taxi there and back = £25 x 44 weeks = £1100	£1,100.00
		Improved satisfaction through using skills from previous professional life	Cost to stakeholder of taking up leadership position of a local sports or leisure club. Clothes for networking representational activity at £500 per annum, travel to club for monthly meetings at £10 travel cost= £120 and club membership fees and entertainment costs at £400 per annum	£1,020.00

# Appendix I: Full list of outcomes and values



Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
<b>Governance and Community Engagement - Adult &amp; Older people Volunteers (continued)</b>	Improved and increased skills and knowledge	<p>The value to the stakeholder of completing an adult learning course that improves knowledge or skills:</p> <p>This value is taken from a report Valuing Adult Learning: Comparing Wellbeing Valuation to Contingent Valuation (Paul Dolan and Daniel Fujiwara). BIS Research Paper Number 85, Department for Business Innovation &amp; Skills, November 2012, accessed at <a href="https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/34598/12-1127-valuing-adult-learning-comparing-wellbeing-to-contingent.pdf">https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/34598/12-1127-valuing-adult-learning-comparing-wellbeing-to-contingent.pdf</a>.</p>	£847.00
	Increased sense of connection to community, increased friendships and reduced isolation	<p>Wellbeing valuation of feeling part of a community: This valuation is based on the wellbeing value of a stakeholder being a member of a social group, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: <a href="http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120">http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120</a></p>	£1,849.62
<b>Summer Reading Challenge and general library tasks - Teenage Volunteers</b>	Improved and increased skills and experience > improved employability	<p>The cost to stakeholder of going on a course that would improve their employability.</p> <p>This valuation is based on the cost of a course in Level 1 and Level 2 Employability Skills, including topics such as opportunities for personal and social development, and communicating with others in the workplace (<a href="https://www.hlcollege.ac.uk/course/580f7746e43d6/Foundation-Studies-Employability-Skills-Level-1-Level-2">https://www.hlcollege.ac.uk/course/580f7746e43d6/Foundation-Studies-Employability-Skills-Level-1-Level-2</a>).</p>	£995.00
	Improved confidence	<p>Cost to stakeholder of life coaching sessions that provide improved feelings of self esteem:</p> <p>Cost of local life coaching to improve confidence and self esteem. £50 for monthly sessions = £600 (<a href="https://www.joraynercoaching.co.uk/fees/">https://www.joraynercoaching.co.uk/fees/</a>)</p>	£600.00
<b>Summer Reading Challenge and general library tasks - Adult and Older People Volunteers</b>	Increased sense of connection to community, increased friendships and reduced isolation	<p>Wellbeing valuation of feeling part of a community: This valuation is based on the wellbeing value of a stakeholder being a member of a social group, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: <a href="http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120">http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120</a></p>	£1,849.62
	Increased feelings of purpose and being valued	<p>Cost of time spent volunteering to provide purpose to one's life: Cost of 2 hours per week, if paid at the National Minimum Wage as of April 2022 (£9.50) = £9.50 x 2 hours x 44 weeks = £836 AND Cost of providing a volunteer 'Hidden Hero' hotel break with Room to Reward (<a href="https://www.roomtoreward.org/wp-content/uploads/hotel-partner-booklet.pdf">https://www.roomtoreward.org/wp-content/uploads/hotel-partner-booklet.pdf</a>): Cost of 1 night at local hotel advertised as Room to Reward partner: £199 TOTAL £836 + £199 = £1035</p>	£1,035.00

# Appendix I: Full list of outcomes and values



Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
<b>Summer Reading Challenge and general library tasks - Adult and Older People Volunteers (continued)</b>	Improved mental health	Wellbeing valuation of improved wellbeing: SWEMWBS values moving from category 6 to category 8 - scale of improved well-being = well-being value of £22,944 to £24,877	£1,933.00
<b>Home Library Service - outcomes for Adult Volunteers</b>	Improved confidence	Cost to stakeholder of life coaching sessions that provide improved feelings of self esteem:  Cost of local life coaching to improve confidence and self esteem. £50 for monthly sessions = £600 ( <a href="https://www.joraynercoaching.co.uk/fees/">https://www.joraynercoaching.co.uk/fees/</a> )	£600.00
	Improved and increased skills and experience > Improved employability	The cost to stakeholder of going on a course that would improve their employability.  This valuation is based on the cost of a course in Level 1 and Level 2 Employability Skills, including topics such as opportunities for personal and social development, and communicating with others in the workplace ( <a href="https://www.hlcollege.ac.uk/course/580f7746e43d6/Foundation-Studies-Employability-Skills-Level-1-Level-2">https://www.hlcollege.ac.uk/course/580f7746e43d6/Foundation-Studies-Employability-Skills-Level-1-Level-2</a> ) .	£995.00
<b>Phone a friend - outcomes for adult volunteers</b>	Increased feeling of ownership and pride	The cost to the stakeholder of attending an arts/cultural/sporting event 4 times per year that would feel like a reward to oneself for being proud of contributing something useful to community. Cost is comprised of: - Return train travel to London (off-peak return from Ipswich £47.60) - Hotel in London (Travelodge for one night £90) - Tickets for cultural event (£40 for a medium priced ticket)	£710.40
	Increased feeling of commitment and motivation	The cost to the stakeholder of attending a TEDx event twice per year that would increase sense of motivation and commitment to a cause. Cost is comprised of: - Transport to event (£100 return ticket) - Event itself (£30, based on median of TEDx events in October with prices available) - Accommodation for one night and refreshments (£100)	£460.00
	Increased feelings of purpose and being valued	Cost of time spent volunteering to provide purpose to one's life: Cost of 2 hours per week, if paid at the National Minimum Wage as of April 2022 (£9.50) = £9.50 x 2 hours x 44 weeks = £836 AND Cost of providing a volunteer 'Hidden Hero' hotel break with Room to Reward ( <a href="https://www.roomtoreward.org/wp-content/uploads/hotel-partner-booklet.pdf">https://www.roomtoreward.org/wp-content/uploads/hotel-partner-booklet.pdf</a> ) : Cost of 1 night at local hotel advertised as Room to Reward partner: £199 TOTAL £836 + £199 = £1035	£1,035.00

# Appendix I: Full list of outcomes and values



Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
<b>Phone a friend - outcomes for adult volunteers (continued)</b>	Improved and increased skills and knowledge	The value to the stakeholder of completing an adult learning course that improves knowledge or skills:  This value is taken from a report Valuing Adult Learning: Comparing Wellbeing Valuation to Contingent Valuation (Paul Dolan and Daniel Fujiwara). BIS Research Paper Number 85, Department for Business Innovation & Skills, November 2012, accessed at <a href="https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/34598/12-1127-valuing-adult-learning-comparing-wellbeing-to-contingent.pdf">https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/34598/12-1127-valuing-adult-learning-comparing-wellbeing-to-contingent.pdf</a> .	£847.00
	Increased sense of connection to community, increased friendships and reduced isolation	Wellbeing valuation of feeling part of a community: This valuation is based on the wellbeing value of a stakeholder being a member of a social group, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: <a href="http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120">http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120</a>	£1,849.62
<b>Phone a friend - outcomes for Older people</b>	Increased feelings of being cared about and valued, feeling of belonging to the community lived in	Wellbeing valuation for feeling of belonging to a social group	£1,849.62
	Reduced feelings of loneliness	1. The value of people engaging with others to undertake activities that leads to positive experience and sense of engagement with others. 2. The well-being value for people socialising a few days of the week through communitybased activity.	£1,371.00
	Improved mood and reduced anxiety	Wellbeing value of slight improvement on the WEMWBS scale	£1,281.00
	Escape from the tough reality > Increased feelings of respite > improved coping skills and more positive mental health	Cost If stakeholder had to pay market rate of life coaching course to achieve outcome	£1,200.00
	Improved feelings of being connected to the library and that one is still part of the library community/ avoided feelings of disconnection	Not valued because value included above in increased feelings of belonging to a social group (J75)	£0.00
	Improved access to information about the library, new library services like 'select and collect' and other local support	Cost if stakeholder had to pay for a office 360 basic course (£120) and a tutor to give them 5 lessons on how to use the internet in order to search and find information (average of £20 per hour: 5 sessions: £20 x 5 = £100). £120 + £100 = £220	£220.00

# Appendix I: Full list of outcomes and values



Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
Specialist support - Adult and Older People Volunteers	Improved and increased IT skills	Cost of an ECDL course online to improve IT skills ( <a href="https://www.distance-learning-centre.co.uk/european-computer-driving-licence-ecd-l-online-course/">https://www.distance-learning-centre.co.uk/european-computer-driving-licence-ecd-l-online-course/</a> )	£225.00
	Increased feelings of purpose and being valued	Cost of time spent volunteering to provide purpose to one's life:	£1,035.00
		Cost of 2 hours per week, if paid at the National Minimum Wage as of April 2022 (£9.50) = £9.50 x 2 hours x 44 weeks = £836	
		AND	
		Cost of providing a volunteer 'Hidden Hero' hotel break with Room to Reward ( <a href="https://www.roomtoreward.org/wp-content/uploads/hotel-partner-booklet.pdf">https://www.roomtoreward.org/wp-content/uploads/hotel-partner-booklet.pdf</a> ):	
		Cost of 1 night at local hotel advertised as Room to Reward partner: £199	
		TOTAL £836 + £199 = £1035	
Friends group participation - Library Governance outcomes	Increased success of programmes > improved ability to reach charitable objectives and reach more people in community	Cost to stakeholder of attending a professional development course that increases a charity leader's skills to deliver effectively and more strategically - Outstanding Leadership course at Bayes Business School ( <a href="https://www.bayes.city.ac.uk/faculties-and-research/centres/cce/professional-development-programmes/outstanding-leadership">https://www.bayes.city.ac.uk/faculties-and-research/centres/cce/professional-development-programmes/outstanding-leadership</a> )	£799.00
	Improved facilities within the libraries and buildings	Cost to stakeholder of hiring a painter decorator for 2 days per year at £200 per day ( <a href="https://householdquotes.co.uk/painting-and-decorating-prices/">https://householdquotes.co.uk/painting-and-decorating-prices/</a> ), plus £1500 on equipment and new furniture or decoration material	£1,900.00
Friends group participation - Library staff outcomes	Increased feelings of being supported and reduced pressure	The cost to the stakeholder of otherwise reducing the sense of pressure and stress they feel under through online mindfulness course for 8 weeks at £300 ( <a href="https://courses.oxfordmindfulness.org/courses/category/learn/mindfulness-for-life-courses/">https://courses.oxfordmindfulness.org/courses/category/learn/mindfulness-for-life-courses/</a> ) and 4 1 night spa breaks per year at local spa (£140 per person, Ufford Park Woodbridge, <a href="https://www.spaseekers.com/spa/ufford-park-woodbridge/">https://www.spaseekers.com/spa/ufford-park-woodbridge/</a> )	£860.00
	Increased resource and capacity to do job well	The cost of hiring another member of staff to provide support for 1 morning per week (3.5 hours), 44 weeks per year at the minimum wage of £9.50 per hour	£1,463.00
	Improved environment of workplace > improved enjoyment at work	Wellbeing valuation of having a part time job: This valuation is based on the wellbeing value of a stakeholder having a part time job, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: <a href="http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120">http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120</a>	£1,229.00



# Appendix I: Full list of outcomes and values



Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
All volunteers	Improved mental health	Wellbeing valuation of improved wellbeing:  SWEMWBS values moving from category 6 to category 8 - scale of improved well-being = well-being value of £22,944 to £24,877	£1,933.00
	Changed perception of self > improved self esteem	Cost to stakeholder of life coaching sessions that provide improved feelings of self esteem:  Cost of local life coaching to improve confidence and self esteem. £50 for monthly sessions = £600 ( <a href="https://www.joraynercoaching.co.uk/fees/">https://www.joraynercoaching.co.uk/fees/</a> )	£600.00
	Increased feeling of ownership and pride	The cost to the stakeholder of attending an arts/cultural/sporting event 4 times per year that would feel like a reward to oneself for being proud of contributing something useful to community. Cost is comprised of: - Return train travel to London (off-peak return from Ipswich £47.60) - Hotel in London (Travelodge for one night £90) - Tickets for cultural event (£40 for a medium priced ticket)	£710.40
	Increased feeling of commitment and motivation	The cost to the stakeholder of attending a TEDx event twice per year that would increase sense of motivation and commitment to a cause. Cost is comprised of: - Transport to event (£100 return ticket) - Event itself (£30, based on median of TEDx events in October with prices available) - Accommodation for one night and refreshments (£100)	£460.00
	Increased feelings of purpose and being valued	Cost of time spent volunteering to provide purpose to one's life:  Cost of 2 hours per week, if paid at the National Minimum Wage as of April 2022 (£9.50) = £9.50 x 2 hours x 44 weeks = £836  AND  Cost of providing a volunteer 'Hidden Hero' hotel break with Room to Reward ( <a href="https://www.roomtoreward.org/wp-content/uploads/hotel-partner-booklet.pdf">https://www.roomtoreward.org/wp-content/uploads/hotel-partner-booklet.pdf</a> ) :  Cost of 1 night at local hotel advertised as Room to Reward partner: £199  TOTAL £836 + £199 = £1035	£1,035.00
	Increased feeling of burden	The cost of providing cognitive behavioural sessions for people who are feeling over burdened by their life commitments, based on the PSSRU Unit Costs of Health and Social Care 2017 database which outlines a unit cost for provision of one CBT session for the NHS as £100 ( <a href="https://kar.kent.ac.uk/65559/40/65559_rep_UCR-2017-v13finalKAR.pdf">https://kar.kent.ac.uk/65559/40/65559_rep_UCR-2017-v13finalKAR.pdf</a> ). This proxy assumes 6 sessions in one year.	-£600.00
	Increased feelings of resentment	The cost to the stakeholder of increasing their personal wellbeing and sense of relaxation through having a number of restful breaks.  This valuation is based on the cost to the stakeholder of increasing their personal wellbeing through attending four spa breaks per year at £115 each ( <a href="https://www.spaandhotelbreak.co.uk/spa-breaks/east-anglia/belstead-brook-hotel/134.html">https://www.spaandhotelbreak.co.uk/spa-breaks/east-anglia/belstead-brook-hotel/134.html</a> )	-£460.00

# Appendix I: Full list of outcomes and values



Activity and stakeholders	Final outcomes	Financial proxy description	Financial proxy value
All volunteers  (continued)	Improved and increased skills and knowledge	<p>The value to the stakeholder of completing an adult learning course that improves knowledge or skills:</p> <p>This value is taken from a report Valuing Adult Learning: Comparing Wellbeing Valuation to Contingent Valuation (Paul Dolan and Daniel Fujiwara). BIS Research Paper Number 85, Department for Business Innovation &amp; Skills, November 2012, accessed at <a href="https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/34598/12-1127-valuing-adult-learning-comparing-wellbeing-to-contingent.pdf">https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/34598/12-1127-valuing-adult-learning-comparing-wellbeing-to-contingent.pdf</a>.</p>	£847.00
	Increased sense of connection to community, increased friendships and reduced isolation	<p>Wellbeing valuation of feeling part of a community: This valuation is based on the wellbeing value of a stakeholder being a member of a social group, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: <a href="http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120">http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120</a></p>	£1,849.62

## Appendix II: Calculations and activities breakdown



### Activity area 1: Groups, clubs and activities

Activity	Value
<b>Social Contact groups</b>	
Top Time / Knit and Natter - Older people	£1,427,970.75
Sporting Memories - Older People	£14,343.70
Book clubs / Reading groups - Adults	£185,479.13
Cribbage Club - Older People	£10,025.23
Bingo Club - Adults	£10,025.23
Bingo Club - Older people	£6,557.19
LGBTQ+ Teenagers	£21,820.60
<b>Total</b>	<b>£1,676,222</b>
<b>Employment and practical support groups</b>	
Job Clubs / CV writing groups - Adults	£42,609.25
Use of website resources - Teenagers, Adults Older people	£272,137.50
Ad hoc employment support - Teenagers	£745,934.38
Ad hoc employment support - Adults	£6,265,848.75
Ad hoc employment support - Older people	£4,773,980.00
We Are Radikl - Adults (women)	£24,231.45
<b>Total</b>	<b>£12,124,741</b>
<b>Caregivers and children's groups</b>	
Wordplay / Baby Bounce / Tot Rock / Storytime - Babies and children	£1,297,195.52
Wordplay / Baby Bounce / Tot Rock / Storytime - Adults/Parents	£1,327,670.13
Lego club - children	£291,036.68
Crafts - Children	£424,871.81
Summer Reading Challenge - Children	£725,287.50
Summer Reading Challenge - Parents	£638,990.00
Baby self-weigh - Adults (parents)	£135,021.94
Homework clubs - Children and Teenagers	£37,827.34
Homework clubs - Parents	£30,675.00
Home school clubs - Adults (Parents)	£1,150.00

## Appendix II: Calculations and activities breakdown



Activity	Value
<b>Caregivers and children's groups (continued)</b>	
Home school clubs - Children and Teenagers	£3,545.75
Code clubs - Children	£19,568.06
Code clubs - Parents	£7,682.80
Girls and boys clubs - Teenagers	£31,118.96
Girls and boys clubs - Parents	£4,312.50
<b>Total</b>	<b>£4,975,954</b>
<b>Leisure learning</b>	
Adult Education - Adults and Older people	£71,774.99
<b>Total</b>	<b>£71,775</b>
<b>Creativity, Arts and Crafts groups</b>	
BLOC activity: creative cafes - Teenagers	£29,720.15
Arts Award - Teenagers	£61,361.40
Creative writing groups - Adults	£54,261.10
Painting groups - Adults and Older people	£68,094.42
Singing groups/choirs - Adults	£226,981.41
<b>Total</b>	<b>£440,418</b>
<b>Specialist support groups</b>	
Open Space wellbeing - Adults	£1,241,471.86
Open Space wellbeing - Family	£206,781.01
Me, Myself and Baby (Stay & Play) - Babies & Toddlers	£35,844.53
Me, Myself and Baby (Stay & Play) - Adults	£52,153.76
Sharing stories - Adults with additional needs	£15,865.29
Sharing stories - Adults with dementia	£3,600.00
MacMillan groups - Adults	£19,339.69
MacMillan groups - Relatives	£15,605.63
Chat n Chill - Adults	£32,617.24
<b>Total</b>	<b>£1,623,279</b>

# Appendix II: Calculations and activities breakdown



Activity	Value
Physical activity groups	
Jumpstart Fitness and well being - Adults	£349,108.81
Walk, Snap and Chat and other physical activity groups - Adults	£36,082.38
Total	£385,191
State Agencies	
NHS outcomes	£542,303.80
Total	£542,304
Local Population Non use Wellbeing	
Non use value	£452,583.65
Total	£452,584
Total for Activity Area	£22,292,468



## Appendix II: Calculations and activities breakdown



### Activity area 2: Lending resources, guidance, information and signposting

Activity	Value
<b>Universal borrowing Physical &amp; digital</b>	
Books, Magazines and Newspapers - Adults	£3,994,686.98
Books, Magazines and Newspapers - Children including schoolchildren	£607,169.29
Care home service - Older people	£2,219.34
Home delivery service - Older people	£25,925.88
Mobile library service - Older people	£4,008,568.56
Reserve collection - Adults	£33,075.25
Music and drama score library for orchestras - Adults	£5,865.09
Schools and home educators lending - Adults	£0.00
Schools and home educators lending - Children and Teenagers	£845.29
<b>Total</b>	<b>£8,678,356</b>
<b>Music and Film</b>	
Physical and digital music and films - Adults	£1,650,768.14
<b>Total</b>	<b>£1,650,768</b>
<b>Hosting local information and signposting</b>	
Hosting info - adults and older people	£535,620.80
<b>Total</b>	<b>£535,621</b>
<b>Safeguarding activity</b>	
Domestic Abuse safe spaces signposting - Adults	£765.90
A public space where safeguarding procedures are followed - Adults and older people	£765.90
<b>Total</b>	<b>£1,532</b>
<b>Supported signposting</b>	
Warm handovers - Adults	£7,181.57
Dementia signposting to services - Older people	£7,181.57
<b>Total</b>	<b>£14,363</b>

# Appendix II: Calculations and activities breakdown



Activity	Value
Research	
Ancestry/Find My Past - Adults	£89,661.45
General access to Research - Adults	£45,917.76
Reference library - Adults	£39,255.26
Access to local history - Adults	£39,255.26
Total	£214,090
Total for Activity Area	£11,094,729

# Appendix II: Calculations and activities breakdown



## Activity area 3: Access to IT

Activity	Value
Accessing PCs and Wi-Fi onsite	
Public PCs - Teenagers, Adults and Older people	£2,360,960.94
Free Wi-Fi - Teenagers, Adults and Older people	£118,896.75
Total	£2,479,858
Borrowing laptops and tablets	
Laptop loans - Adults and Older people	£127,648.76
Tablets with dongles - Adults	£15,196.28
Total	£142,845
Outreach	
IT use in Pop up libraries - Adults and Older people	£312,442.53
IT use in Pop up libraries - Babies and children	£12,529.69
Total	£324,972
IT courses and support sessions	
Courses and support sessions - Adults and Older people	£171,910.28
Total	£171,910
Total for Activity Area	£3,119,585

# Appendix II: Calculations and activities breakdown



## Activity area 4: Space provision and hosted services

Activity	Value
Commercial Partner Community Outreach	
Barclays Outreach - Adults	£24,480.00
Total	£24,480
Study and Business Space	
Study space - Teenagers	£852,559.50
Study and business space - Adults	£1,405,589.25
Total	£2,258,149
General social and/or meeting space	
Coffee/cafes - Teenagers	£71,078.64
Coffee/cafes - Adults and Older people	£932,907.10
Meet ups - Adults and Older people	£3,738,087.55
Meet ups - Teenagers	£31,500.00
Gardens and escapes - Children and adults	£9,222.50
Total	£4,782,796
State Agencies	
NHS	£622,139.54
Total	£622,140
Total for Activity Area	£7,687,564

# Appendix II: Calculations and activities breakdown



## Activity area 5: Talks, walks, performances and hosted events

Activity	Value
<b>Suffolk Libraries Events (physical and digital)</b>	
Event attendees, low library engagement - Adults	£82,932.61
Event attendees, from more deprived areas, low library engagement - Adults	£107,718.19
Online event attendees with physical access difficulties - Adults	£111,589.31
Events attendees - Adults	£2,005,391.39
Events attendees - Children and Teenagers	£187,867.97
Event attendees - Parents - Adults	£44,718.75
Event providers - Local artists - Adults	£71,987.91
<b>Total</b>	<b>£2,612,206</b>
<b>Total for Activity Area</b>	<b>£2,612,206</b>



## Appendix II: Calculations and activities breakdown



### Activity area 6: Friends groups and volunteering activities

Activity	Value
<b>Friends Group</b>	
Friends group participation - Older people volunteers	£457,240.87
<b>Total</b>	<b>£457,241</b>
<b>Sitting on Board</b>	
Governance and Community Engagement - Adult & Older people Volunteers	£201,583.64
<b>Total</b>	<b>£201,584</b>
<b>Volunteering with general library tasks</b>	
Summer Reading Challenge and general library tasks - Teenage Volunteers	£39,508.59
Summer Reading Challenge and general library tasks - Adult and Older People Volunteers	£135,495.56
<b>Total</b>	<b>£175,004</b>
<b>Volunteering with library outreach projects</b>	
Home Library Service - outcomes for Adult Volunteers	£74,285.16
Phone a friend - outcomes for adult volunteers	£753,686.91
Phone a friend - outcomes for Older people	£199,854.68
<b>Total</b>	<b>£1,027,827</b>
<b>Volunteering with specialist support</b>	
Specialist support - Adult and Older People Volunteers	£36,165.23
Friends group participation - Library Governance outcomes	£61,486.59
Friends group participation - Library staff outcomes	£134,865.00
<b>Total</b>	<b>£232,517</b>
<b>General volunteering</b>	
All volunteers	£1,014,004.88
<b>Total</b>	<b>£1,014,005</b>
<b>Total for Activity Area</b>	<b>£3,108,177</b>

# Appendix II: Calculations and activities breakdown



## Summary of calculations

Activity area	Total value
Activity area 1: Groups, clubs and activities	£22,292,468.24
Activity area 2: Lending resources, guidance, information and signposting	£11,094,729.29
Activity area 3: Access to IT	£3,119,585.23
Activity area 4: Space provision and hosted services	£7,687,564.07
Activity area 5: Talks, walks, performances and hosted events	£2,612,206.13
Activity area 6: Friends groups and volunteering activities	£3,108,177.12

Value created before PV and investment deducted	£49,914,730.08
Value less investment costs	£43,111,600.08
Social Value adjusted for Present Value	£41,265,005.37
Total investment	£6,803,130.00
<b>SROI</b>	<b>£6.07</b>



Report written by Karl Leathem, Helen Campbell and Penny Court

Moore Kingston Smith Nonprofit Advisory, January 2023

### **About Moore Kingston Smith Nonprofit Advisory**

The world is continuing to be highly uncertain for nonprofit organisations with opportunities and threats in equal measure. Our role is to provide insightful and independent advice to help you to be resilient and sustainable under these conditions. Our team of expert advisors is a part of the nonprofit world, through past and present roles as practitioners, volunteers and trustees. Our passion is to use our unique combination of fundraising and finance knowledge, social impact management and strategic thinking to enable our clients to solve complex problems and thrive as exemplar organisations in their sectors.

Starting by fully understanding the impact your organisation makes to change the world, we can help you build effective income generation programmes to be sustainable. We can analyse where you spend your resources and help you to recover costs so you can achieve a greater impact. Bringing our specialities together, we advise nonprofits on how to reimagine their organisations and create strategies that will take them to the next level.

Our services start with a free, no obligation consultancy session to discuss your organisation and see how we can help. Get in touch to find out more.

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